

ALARACT 243/2013

DTG: R 261836Z SEP 13

THIS MESSAGE HAS BEEN TRANSMITTED BY USAITA ON BEHALF OF//DAMO-TR/G-37//

SUBJECT: ANNOUNCEMENT OF THE ARMY'S FY 2014 AMERICA'S ARMY-OUR PROFESSION "STAND STRONG" CAMPAIGN

1. REFERENCES:

A. ADRP 1, THE ARMY PROFESSION, 14 JUN 13.

B. U.S. ARMY PROFESSION CAMPAIGN ANNUAL REPORT, DATED 2 APRIL 2012.

C. ARMY CAMPAIGN PLAN 2012 MAJOR OBJECTIVE 4-8, INSTITUTIONALIZE THE ARMY PROFESSION.

D. HQDA EXORD 110-13 READY AND RESILIENT CAMPAIGN PLAN, MAR 26, 2013.

E. ALARACT 290/2012, SUBJECT: ANNOUNCEMENT OF THE ARMY'S CALENDAR YEAR 2013 ARMY PROFESSION EDUCATION AND TRAINING PROGRAM, "AMERICA'S ARMY-OUR PROFESSION".

2. BACKGROUND: IN OCTOBER 2010, THE SECRETARY OF THE ARMY AND CHIEF OF STAFF, ARMY DIRECTED THE COMMANDER, TRAINING AND DOCTRINE COMMAND (TRADOC) TO CONDUCT A CRITICAL REVIEW TO ASSESS HOW PROTRACTED YEARS OF WAR IMPACTED MEMBERS OF THE ARMY PROFESSION. THE RESULTS OF THIS ASSESSMENT LED TO THE PUBLICATION OF ADRP 1 THE ARMY PROFESSION AND THE DEVELOPMENT OF THE CY13 ARMY PROFESSION EDUCATION AND TRAINING PROGRAM, "AMERICA'S ARMY - OUR PROFESSION (AAOP)."

3. PURPOSE: THIS ALARACT ANNOUNCES THE FY14 AMERICA'S ARMY - OUR PROFESSION "STAND STRONG" PROGRAM AND PROVIDES INFORMATION ON ARMY PROFESSION TRAINING AND EDUCATION RESOURCES AVAILABLE ON THE CENTER FOR THE ARMY PROFESSION AND ETHIC (CAPE) WEBSITE ([HTTP://CAPE.ARMY.MIL](http://CAPE.ARMY.MIL)).

4. EXECUTION: THE ARMY WILL CONDUCT THE FY14 STAND STRONG EFFORT IN ORDER TO FOCUS ON THE FIVE ESSENTIAL CHARACTERISTICS OF THE ARMY PROFESSION, TO INSPIRE ARMY PROFESSIONALS' DEDICATION TO COMPETENCE, CHARACTER, AND COMMITMENT, AND TO REINFORCE TRUST RELATIONSHIPS AMONG ARMY PROFESSIONALS AND WITH THE AMERICAN PEOPLE. BECAUSE THIS IS A FISCAL YEAR PROGRAM AND THE PRIOR AAOP EDUCATION AND TRAINING PROGRAM

(REF. E.) WAS A CALENDAR YEAR PROGRAM, THE FIRST THREE MONTHS OF THE "STAND STRONG" CAMPAIGN WILL RUN CONCURRENTLY WITH THE CY13 4TH QTR AAOP EDUCATION AND TRAINING PROGRAM. THEREFORE, THE CY13 AAOP 4TH QUARTER THEME AND THE FIRST HALF OF THE FY14 STAND STRONG PROGRAM WILL HAVE THE SAME THEME OF "TRUST".

5. INTENT: THE INTENT OF THIS PROGRAM IS TO DEVELOP SHARED PROFESSIONAL IDENTITY, INSPIRE ETHICAL CONDUCT AND, DRIVE CHARACTER DEVELOPMENT OF SOLDIERS AND ARMY CIVILIANS.

6. OUTCOME: ALL MEMBERS OF THE PROFESSION STAND STRONG TO: ENHANCE TRUST THROUGHOUT THE FORCE; PROMOTE HONORABLE SERVICE; STRENGTHEN STEWARDSHIP OF THE ARMY PROFESSION; AND CONDUCT THEMSELVES IN A MANNER CONSISTENT WITH THE ARMY ETHIC AND WORTHY OF THEIR PROFESSIONAL STATUS.

7. WHEN: THE FY14 AMERICA'S ARMY - OUR PROFESSION "STAND STRONG" CAMPAIGN BEGINS ON 1 OCTOBER 2013.

8. WHO: ALL ARMY COMMANDS (ACOM), ARMY SERVICE COMPONENT COMMANDS (ASCC) AND DIRECT REPORTING UNITS (DRU) ARE:

A. ENCOURAGED TO BECOME FAMILIAR WITH ARMY PROFESSION DOCTRINE AND TRAINING AND EDUCATION MATERIALS.

B. DIRECTED TO CONDUCT PROFESSIONAL DEVELOPMENT SESSIONS FOCUSING ON "TRUST" DURING THE FIRST HALF OF FY14 AND ON STEWARDSHIP AND HONORABLE SERVICE DURING THE SECOND HALF OF FY14.

C. FOCUS ON "TRUST" DURING PROFESSIONAL DEVELOPMENT SESSIONS, PLACING EMPHASIS ON:

(1) MAKING VALUES-BASED DECISIONS AND TAKING RIGHT ACTION.

(2) TRUST AMONG SOLDIERS AND ARMY CIVILIANS.

(3) PROMOTING A POSITIVE COMMAND CLIMATE WHERE SOLDIERS AND ARMY CIVILIANS AT ALL LEVELS ARE EMPOWERED TO USE THEIR INITIATIVE AND LEARN FROM THEIR MISTAKES.

(4) INCREASING AWARENESS THAT IN TODAY'S CULTURE OF INSTANTANEOUS INFORMATION ONE INCIDENT OF MISCONDUCT, INDISCIPLINE OR UNPROFESSIONALISM CAN JEOPARDIZE THE MISSION AND COMPROMISE TRUST WITH THE AMERICAN PEOPLE.

D. REINVIGORATE COACHING, COUNSELING AND MENTORING.

E. RECOGNIZE ARMY PROFESSIONALS IN YOUR ORGANIZATION WHO DEMONSTRATED COURAGE AND STOOD STRONG TO UPHOLD THE ARMY ETHIC THROUGH THEIR DECISIONS AND ACTIONS.

9. TRAINING SUPPORT PACKAGES AND OTHER MATERIALS ARE AVAILABLE AT [HTTP://CAPE.ARMY.MIL](http://CAPE.ARMY.MIL).

10. HARD COPIES OF TRAINING SUPPORT PACKAGES ARE AVAILABLE IN LIMITED QUANTITIES BY CONTACTING CAPE'S POINT OF CONTACT LISTED IN PARAGRAPH 12.

11. UNITS/INSTALLATIONS INTERESTED IN HOSTING A CAPE-SPONSORED 1-3 HOUR ARMY PROFESSION SEMINAR ARE AUTHORIZED TO CONTACT THE CAPE POINT OF CONTACT LISTED IN PARAGRAPH 12 TO BEGIN INITIAL COORDINATION. THE SEMINAR PROVIDES AN OVERVIEW OF ARMY PROFESSION DOCTRINE, DEMONSTRATES EDUCATIONAL AND TRAINING RESOURCES, AND FACILITATES A DISCUSSION ABOUT THE ARMY PROFESSION.

12. POINT OF CONTACT: KEVIN BEERMAN, CAPE CONCEPTS, PLANS, AND OPERATIONS CHIEF, 845-938-1057, KEVIN.BEERMAN2@USMA.EDU.

13. THIS MESSAGE EXPIRES 30 SEPTEMBER 2014.