

INFORMATION PAPER

ATZL-MCE
23 October 2013

SUBJECT: The FY14 *America's Army – Our Profession*, “Stand Strong” Program

1. Purpose. To provide information and resources in support of the FY14 *America's Army – Our Profession*, “Stand Strong” Program.

2. Background.

a. The FY14 *America's Army – Our Profession* “Stand Strong” Program provides general support for several of the Secretary of the Army's top priorities; and it directly supports his goal to “Ensure personal accountability on and off the battlefield.” The program is in direct support of the Army Chief of Staff's strategic priority to develop Soldiers and Army Civilians who are “committed to our Army Profession.”

b. As announced in ALARACT 243/2013, the *America's Army – Our Profession*, “Stand Strong” Program is in direct support of Army Campaign Plan Major Objective 4-8, Institutionalize the Army Profession and HQDA EXORD 110-13, Ready and Resilient Campaign Plan, Line of Effort 3, Strengthen Army Professionals. “Stand Strong” also supports the Secretary of the Army's Priority 5, Ensure personal accountability on and off the battlefield and the Army Chief of Staff's Strategic Priority 4, Soldiers committed to our Army Profession.

c. The Department of the Army approved the FY14 *America's Army – Our Profession*, “Stand Strong” Program to enhance understanding of the five essential characteristics of the Army Profession; the certification criteria for Army Professionals; and the principles of the Army Ethic as described in Army Doctrine Publication (ADP) 1, *The Army*, Chapter 2, and Army Doctrine Reference Publication (ADRP) 1, *The Army Profession*. These documents define what it means to be an Army Professional.

d. The intent for the FY14 *America's Army – Our Profession*, “Stand Strong” Program is to develop a shared professional identity, motivate ethical conduct, and drive character development for Soldiers and Army Civilians. The program reinforces *Trust* among Army Professionals and with the American people, inspires *Honorable Service*, strengthens *Stewardship of the Army Profession*, and enhances *Esprit de Corps*.

3. Discussion.

a. Vision. Members of the Army Profession clearly understand, accept, and practice their profession, consistent with the Army Ethic and Army Values, in a manner worthy of their professional status.

b. Mission. The Army Profession conducts the FY14 *America's Army – Our Profession*, “Stand Strong” Program to reinforce *Trust*, to inspire *Honorable Service*, strengthen ethical, effective, and efficient *Stewardship of the Army Profession*, and enhance *Esprit de Corps*.

c. Goals.

(1) Reinforce *Trust* within the Army Profession and with the American people as we “Stand Strong” – *Ready and Resilient* – to support and defend the Constitution, obey the legal and moral orders of Civilian authority, and uphold the Army Ethic, living by Army Values, demonstrating our respect for the dignity and worth of all people.

(2) Army Professionals “Stand Strong” – *United in our Identity* – members of a noble calling to serve in the defense of the American people; demonstrating *Military Expertise*; contributing *Honorable Service*; and providing *Stewardship* for Soldiers, Army Civilians, and the resources and property entrusted to our care – enhancing our *Esprit de Corps*.

d. Outcomes. Army Professionals “Stand Strong” to:

(1) Reinforce *Trust* throughout the Army Profession and with the American people.

(2) Inspire *Honorable Service* in ethical conduct of the Mission and in performance of duty, with discipline and to standard.

(3) Strengthen understanding of and dedication to *Stewardship of the Army Profession*.

(4) Enhance *Esprit de Corps*, the “Winning Spirit” within the Army Profession; embedded within our culture; sustained by customs, courtesies, and traditions; and fostering ready and resilient units and organizations with the courage to persevere.

(5) Uphold the Army Ethic, live by Army Values, conduct ourselves in a manner worthy of our professional status and calling to support and defend the American people.

e. Execution. The FY14 *America's Army – Our Profession* “Stand Strong” Program begins on 1 October 2013 and continues throughout the fiscal year. The focus for the first six months (through March 2014) is on *Trust*, and the last six months (through September 2014) will focus on *Honorable Service and Stewardship of the Army Profession*. Accordingly, the 1st QTR of the FY14 *America's Army – Our Profession*, “Stand Strong” Program overlaps with the continuing CY13 *America's Army – Our Profession*, Education and Training Program, 4th QTR Theme of *Trust*.

(1) Trust (FY14, OCT-MAR) – *The Bedrock of our Army Profession* – is belief in and reliance on the *competence, character, and commitment* of Army Professionals, units, and organizations. By upholding the Army Ethic and living by Army Values in our decisions and actions, we reinforce trust among Soldiers, Army Civilians, our Families, and with the American people whom we serve.

(a) In order to reinforce our sacred trust with the American people, Army Professionals collectively demonstrate *Military Expertise*, contribute *Honorable Service*; serve as *Stewards of the Army Profession*; and exhibit unwavering *Esprit de Corps*.

(b) In order to reinforce *Trust* within the Army Profession, we strive to continuously develop our *competence, character, and commitment* - performing our duty discipline and to standard. We uphold the Army Ethic and will not tolerate decisions or actions that are inconsistent with Army Values.

(2) Honorable Service and Stewardship of the Army Profession (FY14, APR-SEP)

(a) Honorable Service – *Our Noble Calling to Serve the Nation* – is an essential characteristic of the Army Profession; it is devotion to duty, defending the American people, in a manner consistent with the Army Ethic and Army Values. Army Professionals live by Army Values in the conduct of the Mission and performance of duty, with discipline and to standard.

(b) Stewardship of the Army Profession – *Caring for Soldiers, Army Civilians, and Resources* – is the responsibility of all Army Professionals. Through *Stewardship* we maintain the five essential characteristics of the Army Profession, now and for the future. We do this by developing our subordinates, peers, and leaders in competence, character, and commitment. This requires our willingness to offer and accept coaching, counseling, and mentoring. At the same time, we safeguard and maintain our property (equipment, facilities, and installations); and we are responsible and accountable for the proper use of our supplies and provisions.

4. What You Can Do.

a. Continuously motivate Army Professionals to “Stand Strong” by upholding the Army Ethic and Army Values, reinforcing *Trust*, inspiring *Honorable Service*, strengthening *Stewardship of the Army Profession*, and enhancing *Esprit de Corps*.

b. Conduct unit and organizational education and training on *Trust* during in the 1st and 2nd QTRs of FY14 and on *Honorable Service* and *Stewardship of the Army Profession* in the 3rd and 4th QTRs.

c. Promulgate the “Stand Strong” message and integrate Army Profession doctrine and concepts in the conduct of education, training, and operations (e.g., PME/CES, AR 350-1, ADP 3-0).

d. Create and sustain a positive, professional command climate; set the example by coaching, counseling, and mentoring; strive for standards of excellence and develop disciplined Army Professionals.

e. Recognize exemplary Soldiers and Army Civilians who “Stand Strong” by upholding the Army Ethic and Army Values, demonstrating their leadership through non-tolerance of misconduct and unethical practices.

f. Share lessons-learned through AAR and authorized social-media. Encourage Army Professionals to publish articles on the “Stand Strong” themes in periodicals and professional journals.

g. Take advantage of iconic events (e.g., promotions, change of command, retirement, graduation ceremonies, reviews, oath ceremonies, hail and farewell, etc.) to focus on the meaning and importance of Army Profession customs, courtesies, and traditions – enhancing *Esprit de Corps* throughout the year.

h. Schedule a Center for Army Profession and Ethic (CAPE) supported Army Profession Seminar for your organization or installation (2-3 hours, on-site).

i. Request copies of *America’s Army – Our Profession*, “Stand Strong” training support packages or access these education and training products and other resources on-line (<http://cape.army.mil>). These will enhance planning and conduct of professional development activities in support of this program.

5. How CAPE Can Help.

a. The CAPE website includes the FY14 *America’s Army – Our Profession*, “Stand Strong” Training Support Packages for the semi-annual themes, supporting the conduct of unit or organizational professional development.

b. Senior Leader Guides and talking points assist in communicating the “Stand Strong” message and in promulgating Army Profession doctrine and concepts.

c. Thematic videos enhance understanding of the Army Profession and provide focus for facilitated discussions throughout the year.

d. CAPE leadership is available to provide, at your installation, the Army Profession Seminar (contact CAPE).

e. In addition, the Training Support Packages, posters, and videos for the enduring CY13 *America’s Army – Our Profession* Education and Training Program’s themes of: Standards and Discipline; Customs, Courtesies, and Traditions; and Military Expertise remain available. (<http://cape.army.mil>)

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