

For Immediate Release

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### **Army Profession Campaign Hits Stride**

**FORT LEAVENWORTH, Kan.** –Leaders from around the U.S. Army met earlier this week to discuss the accomplishments of the first year of the Army Profession Campaign, and chart a way ahead for the future.

The Army Profession Forum, hosted by TRADOC Commanding General, GEN Robert W. Cone, focused on the findings from focus groups, senior leader forums, research studies, engagements at conferences and symposia, surveys, and social media engagements conducted by the Center for the Army Profession and Ethic (CAPE) and the campaign's Community of Practice to determine the state of the Army Profession after more than a decade of conflict. Over 100 senior military and civilian leaders from both the operating and generating forces attended the forum.

GEN Cone said he believes the work done during the Army Profession Campaign and the work that will be a result of the campaign will help Army professionals to make the mental bridge between the activities they do every day and the more enduring aspects of the Army Profession.

This forum marked the transition of the Army Profession Campaign from a campaign of learning to a campaign of implementation, with initiatives stemming from the campaign findings and recommendations being actioned to strengthen the profession.

The center's director, COL Sean Hannah, deputy LTC Bill Speier, and research chief, MAJ Peter Jennings, guided attendees through discussions of ways to strengthen the Army Profession. CAPE provided an update on findings from the second Army Profession survey conducted during November-December 2011 that have helped inform the overall campaign assessment. The forum also discussed proposed Army Profession Strengthening Initiatives (APSI) and the governance process for maintaining a steady focus on the Army Profession. The APSIs were broken down into initiatives that are ready for action now and that can be implemented by the TRADOC Commander or presented to the Army Chief of Staff for decision, and recommendations that are ready to turn into initiatives once approved by the governance process. There are other recommendations that require continued research and refinement during the next year before they can be acted upon at either level.

The first calendar year report on the Army Profession is near complete and pending approval by the TRADOC Commander. Initial indications are that the final report is consistent with the interim assessment on the state of the Army Profession that was completed in July 2011.

Members throughout the force, both uniformed and civilian, resoundingly view themselves as professionals and the Army as a profession. They are proud of their service, and feel that the experiences from the last decade of conflict have in many ways made the profession stronger. There are concerns about the erosion of key aspects of the Army's culture, and a desire to reemphasize our traditions. There is also recognition that some basic competencies and standards have changed and need to be reviewed to determine what is needed for the Army during the current transition period and beyond.

Over time, the Army will have a better understanding of the data and feedback collected on the profession this last year to be used in sustaining an annual assessment to continue strengthening the Army profession as a whole.

The AP Campaign was launched in January 2011 by GEN George W. Casey, then Chief of Staff of the Army, with the intent of delivering a report on the state of the Army Profession after the end of calendar year 2011. The report is designed to assess the impacts of the last decade of war on the force, what it means to be a profession, and what it means to be a professional.

This is an appropriate time for this study as the Army is in the midst of a major transition period and the this proactive campaign has allowed the Army to better see itself as a profession. Feedback from all components and cohorts was necessary to fully appreciate the state of the Army Profession, so the right changes can be made to strengthen and shape the Army of 2020. The current defense strategy ensures the Army will have the force size and composition capable of a range of missions and activities.

For more information on the CAPE and the Army Profession Campaign visit:  
<https://www.us.army.mil/suite/page/456795>.