



PRFAQ for Army Service at Will and Flexibility

Army Revolutionizes Military Service with "Service at Will" Policy

Washington, D.C. (AP) August 23rd, 2024 – The Secretary of the Army announced today that the Army would be the first service to adopt “service at will,” a fundamentally new approach to how Americans serve in the military. The new policy addresses concerns often cited by potential recruits, such as long-term commitments and inflexibility.

“I think military service is important, but I had heard horror stories, and I was initially nervous about signing an 8-year contract without actually knowing much about it. Knowing that I’m not stuck makes a huge difference.” – Abigail Everyperson, Army Recruit, Age 18

The policy shift dramatically expands the pool of Americans eligible to serve, reduces administrative hurdles and other barriers to service, and empowers soldiers to have significantly more agency in their military careers.

“I left Google when I saw the career opportunities and experience I could get in the Army,” exclaimed Julie Rose, a four-year Google software engineer with ADHD. “Not only did the Army provide me with an exciting job and the ability to see the world, but it also showed me I could expand my skills no matter if I decide to serve long-term or leave.”

The policy changes also include ambitious goals for the Army to leverage existing recruiting options to hire critical skills such as medicine and technology.

Key features of the policy include:

1. Expanded eligibility for service (medical waivers for common issues)
2. Reduced administrative hurdles
3. Increased soldier agency in career decisions and reduced contracts
4. Ambitious goals for recruiting critical skills
5. Expanded re-entry options

"This policy represents a paradigm shift in how we approach military service," said the Secretary of the Army. "We're opening doors for more Americans to serve their country while giving our soldiers unprecedented control over their careers."



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By reducing barriers to entry and exit, the Army aims to attract a wider range of talent and improve talent quality. This approach aligns with the Army's goal of building a more agile and skilled force to meet the challenges of the 21st century. The "Service at Will" policy is set to take effect immediately, positioning the Army at the forefront of military recruitment and retention strategies. For more information, visit www.army.mil/serviceatwill

Key Metrics

1. Entry:

- a. Expand immigrant and MAVNI assessments pipelines by 200%
 - i. Send recruiters to embassies or outreach to the State Department for H1B and other applicants
- b. Recruit from civilian security clearance backlog pools
- c. 100% of medical or mental health criteria that have been waived more than 500 times are permanently removed from selection criteria
- d. 250 recruits assessed into the "No service contract" program.
- e. 2x growth in direct commissioning
 - i. 100% of functional areas commission 1 or more
 - ii. 3x growth in direct ascensions into field grade ranks
 - iii. Direct commission (or reentry) of 10 senior executive civilians from companies into O-6 billets as advisors to 4* and 3* leaders
 1. What is the difference between an HQE/GS-15 and an O-6, and does it matter?
 2. "Tech Director"; CEO / DCG; CHRO / Personnel; CTO / Tech

2. Retention:

- a. Increase retention (transfer) of active talent into the reserve component by 20%
 - i. 20% overall increase in transition to reserve
 - ii. 20% increase in TPU, IMA, Guard, and IRR

3. Re-Entry:

- a. Increase re-entry by 200%
- b. Increase % age of ADOS-AC funds used
 - i. 2x growth in ADOS-AC support aligned to 2* and below
- c. Increase engagement with the IRR by 300% through GigEagle and other
 - i. Authorize IRR members to receive CAC



4. Exit:

- a. Reduce average time to process a chapter packet by X%
- b. Revamp the Career Intermission Program to award credit for professional development

Gig Description

Need an expert in Army personnel policy for 4-6 weeks to complete the following initial tasks. Work can be fully remote paid ADOS-AC. Branch and rank immaterial. AG, FA59 strategist, ORSA are preferred. Key skills: personnel policy, human resources,

1. Complete an initial policy review to identify relevant references and areas of concern for further review by counsel.
2. Draft a memorandum for the Army G-1 to authorize IRR soldiers to receive CACs and prepare for staff review.
3. Review recent relevant data to define baseline goals. Provide justification for new targets and a range of minimum, target, and stretch.
4. Identify top recruit waivers by incidence and prioritize immediate waiver needs.
5. Define the parameters for a "service at will" pilot. Should the Army limit to certain MOS or IET sites?
6. Draft an initial white paper about the feasibility of O-6 direct ascensions.

Frequently Asked Questions: Army's "Service at All" Policy

Q1: What is the "Service at All" policy?

A: The "Service at All" policy is a new approach adopted by the U.S. Army to remove barriers to military service and provide greater flexibility for soldiers to enter and exit service. It aims to expand eligibility, reduce administrative hurdles, and give soldiers more control over their military careers.

Q2: How does this policy differ from previous Army recruitment policies?

A: This policy represents a significant departure from traditional recruitment and retention strategies. It focuses on making military service more accessible and flexible, allowing for easier entry and exit from service, and aims to attract a wider range of skills and talents.



Q3: Who is eligible under the new policy?

A: The policy expands eligibility for service, but specific details on new eligibility criteria have not been provided. We recommend checking the official Army website or speaking with a recruiter for the most up-to-date information.

Q4: Does this mean I can leave the Army whenever I want?

A: While the policy aims to provide more flexibility, specific details about service commitments and exit procedures have not been disclosed. It's best to consult with an Army recruiter for precise information about service terms.

Q5: How does this policy affect current soldiers?

A: The impact on current soldiers has not been explicitly stated. It's likely that some aspects of the policy may apply to current service members, but for specific information, soldiers should consult their chain of command or personnel office.

Q6: What are the "critical skills" the Army is targeting with this policy?

A: The Army has mentioned a focus on recruiting for skills in the areas of medicine and technology. However, a comprehensive list of critical skills has not been provided.

Q7: When does this policy take effect?

A: The policy is set to take effect immediately as of the announcement on August 23, 2024.

Q8: How can I learn more about this policy?

A: For the most current and detailed information about the "Service at All" policy, visit the official U.S. Army website at www.army.mil/serviceatall or speak with an Army recruiter.

Q9: Will other branches of the military adopt similar policies?

A: As of now, the Army is the first service to adopt this approach. Whether other branches will follow suit remains to be seen. Q10: How does this policy address concerns about long-term commitments? A: The policy aims to provide more flexibility in service commitments, addressing concerns about being "stuck" in long-term contracts. However, specific details about contract lengths and terms have not been provided.



FOR IMMEDIATE RELEASE

Army Surpasses Recruitment, Retention Goals for Fifth Consecutive Year

Washington, D.C. – [Date] – The U.S. Army proudly announces that it has surpassed its recruitment and retention goals for the fifth consecutive year, marking a significant milestone in its ongoing commitment to building a dynamic and skilled force. This achievement reflects the Army's continued success in attracting top talent and retaining dedicated soldiers, driven by innovative marketing strategies and impactful outreach efforts.

Army Lieutenant General Kris Saling, Deputy Chief of Staff for Talent Acquisition, Retention and Management, expressed optimism about the future career prospects for new recruits. “Our success in recruitment and retention is a testament to the effectiveness of our modern outreach strategies,” said LTG Saling. “We have seen a tremendous response from potential recruits inspired by the opportunities for travel, adventure, and personal growth within the Army. Key influencers within our active and reserve forces have played a crucial role in this success, leveraging platforms such as YouTube Reels, Twitch, and Instagram to share their authentic experiences and inspire new communities to consider a career in the military.”

The Army's strategic use of social media and digital platforms has proven instrumental in reaching and engaging a diverse audience. Partnerships with prominent media organizations like National Geographic, along with brand collaborations in the activewear sector, have effectively communicated the Army's message and broadened its appeal.

Undersecretary of the Talent Base Jay Long highlighted the impact of the “Service for Life” marketing campaign, noting its role in highlighting the diverse pathways available to servicemembers. “Our partnership with the Department of Veteran's Affairs has facilitated a powerful narrative across both private and public sectors,” said Long. “Through stories of entrepreneurial success and community service, we demonstrate how Army veterans and their families contribute to socioeconomic mobility and strengthen our nation.”

The “Service for Life” campaign has showcased the Army's commitment to supporting soldiers throughout their careers and beyond, emphasizing the long-term benefits of



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military service and the opportunities available for personal and professional development.

The U.S. Army remains dedicated to its mission of fostering a capable and resilient force, and this continued success in recruitment and retention underscores the effectiveness of its evolving strategies and community engagement efforts.

For more information, please contact: [Name] [Title] [Email Address] [Phone Number]

About the U.S. Army: The U.S. Army is the largest branch of the U.S. military, tasked with defending the nation and supporting international peacekeeping missions. Committed to excellence, the Army provides career opportunities, leadership development, and a chance to serve with honor and distinction.

Contract marketing agency to do an analysis of:

- Key talent and skillsets needed by the Army.
- Brands and key corporate partners who are closest aligned to those talent and skillset needs.
- Key influencers and online communities associated with these skillsets.

For strategy:

1. Partnerships and Brands

Objective: Establish credibility and broaden appeal through strategic partnerships and brand collaborations.

- **Media Partnerships:** Collaborate with entities like National Geographic to produce compelling content showcasing Army missions and humanitarian efforts.
- **Activewear Sector Collaborations:** Partner with activewear brands to reach fitness-oriented audiences interested in adventure and personal growth.



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- **Public Sector Alliances:** Forge alliances with public sector organizations, including the Department of Veteran's Affairs, to promote societal impact and career pathways for veterans.

2. Influencers and Ambassadors

Objective: Leverage influential figures to authentically promote Army careers and lifestyle.

- **Social Media Influencers:** Engage with influencers on platforms such as Instagram, YouTube, and Twitch to share authentic stories and experiences of soldiers.
- **Activewear Influencers:** Collaborate with fitness and adventure influencers who resonate with audiences interested in physical fitness and outdoor activities.
- **Veteran Ambassadors:** Utilize Army veterans as ambassadors to highlight career opportunities, benefits, and personal growth experiences through military service.

3. Recruiters

Objective: Convert interest into action by facilitating direct engagement and mentorship.

- **Virtual Recruiting Events:** Host virtual career fairs and information sessions to provide detailed insights into Army careers, benefits, and life as a soldier.
- **Local Community Engagement:** Deploy recruiters to build relationships with local schools, community centers, and youth organizations to educate and inspire potential recruits.
- **Career Guidance:** Train recruiters to provide personalized career guidance and mentorship, showcasing clear pathways for professional development and advancement within the Army.

Funnel Integration

- **Top of Funnel (Awareness):** Partnerships and brand collaborations create broad awareness and credibility for the Army.
- **Middle of Funnel (Interest and Consideration):** Influencers and ambassadors share personal stories and experiences, sparking interest and consideration among potential recruits.
- **Bottom of Funnel (Conversion):** Recruiters engage directly with interested individuals, providing detailed information, guidance, and support to convert interest into enlistment.

By structuring the strategy as a funnel, the Army ensures that each stage builds upon the previous one, guiding potential recruits from initial awareness through to conversion,



supported by compelling partnerships, influential endorsements, and personalized engagement from recruiters.

DoD Launches "Bridge Force" Program: Revolutionizing Military-Civilian Talent Integration

WASHINGTON, D.C. - The Department of Defense (DoD) today announced the launch of "Bridge Force," an innovative program spearheaded by Col. Kris Saling, Director and Chief of Staff of the Army Innovation Directorate under Army US Recruiting Command. This program is engineered to significantly enhance military recruitment by establishing additional technical pathways for civilian engagement in national security challenges. Bridge Force aims to cultivate a dynamic ecosystem of talent exchange and problem-solving, thereby integrating civilian expertise into the military's operational framework.

In its pilot phase, Bridge Force has achieved:

- **50%** increase in civilian participation in military-oriented innovation events
- **30%** boost in high-quality recruitment leads
- **\$100 million** in value generated through civilian gig work on military projects
- **25%** improvement in solving critical operational challenges

Key Features of Bridge Force:

1. **Enhanced Utilization of Existing Programs:** Leveraging and expanding initiatives through the National Security Innovation Network (NSIN), H4D, GigEagle, and other established efforts, Bridge Force creates more touchpoints between civilian innovators and military challenges. This includes dedicating recruiting elements to attend all capstone events to foster a more direct and robust talent pipeline.
2. **Expanded Collaborative & Linked Pathways:** Increasing the frequency and scope of hackathons, internships, and talent exchanges to address real-world military problems. This ensures these programs align with the broader goal of recruiting new talent and solving operational challenges.
3. **Gig Eagle Integration:** Exceptional civilian volunteers can enroll in the DoD's Gig Eagle program, allowing for rapid, project-based utilization of civilian expertise in addressing military needs.
4. **Two-Way Talent Flow:** Creating opportunities for military personnel to engage with civilian sectors, fostering mutual understanding and skill exchange. This



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includes reverse engineering existing pathways to include reverse SkillsBridge, providing civilians with more opportunities to serve in national security roles.

Lieutenant General Maria Rodriguez, Director of Bridge Force, stated, "This program transcends traditional recruitment; it's about fostering synergy between military requirements and civilian innovation. We're not just recruiting individuals; we're building a national security ecosystem."

First-Year Metrics:

- **Program Utilization:** 10,000 civilians participated in Bridge Force events, with 2,000 advancing to more intensive collaborations.
- **FTE Equivalent:** Civilian gig work through the program equated to 500 full-time equivalents, addressing critical talent gaps.
- **Labor Value:** The estimated value of civilian labor exchanged reached \$150 million, at a fraction of traditional contracting costs.
- **Operational Impact:** 75% of participating military units reported improved problem-solving capabilities and operational readiness.

Tech entrepreneur Sarah Lee, a Bridge Force participant, shared, "Working on DoD challenges opened my eyes to the complexity of national security issues. It's incredibly fulfilling to know my skills are making a real difference, and I was both honored and thrilled to serve without leaving my civilian role behind."

Colonel John Martinez added, "Bridge Force has allowed us to tap into civilian expertise we didn't know we needed. It's changing how we approach problem-solving at every level."

Recruitment Impact:

- **40%** of civilian participants expressed increased interest in military or DoD civilian careers
- **15%** increase in STEM field recruitment for military positions

"Bridge Force is redefining the relationship between the military and civilian innovation sectors," said Secretary of Defense Robert Thompson. "It's not just about solving today's problems, but about building the adaptive, integrated force of the future."

The DoD plans to expand Bridge Force nationwide over the next three years, focusing on addressing critical skill gaps in areas like cybersecurity, AI, and advanced logistics.

For more information or to participate in Bridge Force, visit www.defense.gov/BridgeForce.

FAQ:



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Q: How can civilians participate in Bridge Force? A: Civilians can engage through various NSIN programs, hackathons, internships, and by applying for specific gig opportunities through the Gig Eagle platform.

Q: What types of projects are available through Bridge Force? A: Projects span a wide range, from software development and data analysis to logistics optimization and emerging technology integration, all aligned with real military challenges.

Q: How does Bridge Force ensure security in these collaborations? A: All participants undergo appropriate security screenings, and projects are carefully structured to protect sensitive information while maximizing civilian contribution.

Q: Can military personnel participate in civilian sector projects through this program? A: Yes, Bridge Force includes opportunities for military personnel to engage with civilian organizations, fostering knowledge exchange and broadening perspectives.

Q: How does Bridge Force differ from traditional military recruitment or contracting? A: Bridge Force creates a more fluid, project-based interaction between military and civilian sectors, allowing for rapid talent utilization and fostering long-term relationships that can lead to various forms of service.

Additional notes from team ideation

- Create practical curriculum to be shared at Captains (or other level) Course / similar pipeline to help existing operational leadership gain familiarity with existing funded resource communities, programs, and pathways to leverage existing innovation tech prowess to address needs at the unit level.
- Reverse Skills Bridge and VocRehab for upskilling - pulling from IRR and transitioning soldiers back into more relevant tech-enabled roles and offering civilians opportunities to serve, funded in part by employers to great mutually beneficial synergy between the private sector and national security communities.
- Net new - explore legalities of the US Army to co-incentivize tech talent that exists in the private sector by offsetting talent costs and upskilling them / offering clearance to add value to private sector talent arenas through providing TriCare / other benefits + partial salary to encourage the private sector to contribute and co-sponsor workforce exchanges from the private sector into DoD
- Create or identify frictionless, fun, accessible, and freeways for the various personas the Army needs to recruit and retain to learn and become engaged with service.
- Create more dual-hatting opportunities and mechanisms for two-way interaction between civilian and military talent.



For Immediate Action:

- Defense Innovation / NatSec Fellows/Business School cohort/etc. to map existing authorities that outline direct commissioning + existing funding innovation support programs to include NSIN, Propel, XForce, etc.
- Liaison effectively with the DOD A CIO office to align to DOD Directive 8140.03.
- Create relationships with skills-based training providers like HTB, TCM Labs, and others.
- Outreach to critical industry groups, including CompTIA, ISC2, ISACA, EC-Council, and SANS. CPE credit opportunities for members to engage in military projects.
- DEF insurgent group or crowdsource a mapping of innovators/leaders/early adopters/key evangelists of these programs (in the same way the innovation ecosystem has been mapped). With the goal of potentially using this group as the trainer or trainers in order to increase the number of people who can teach others to leverage these tools.
- Activate / leverage Reserve Recruitment billets to attend every tech hackathon / coding boot camp event in key designated cities: Boston, NYC, SF, Chicago etc.
- B School / Grad School consulting project to map most applicable companies for participation in the skillshare program with the US Army
- DoD policy and/or legal specialist to help identify mechanisms to incentivize private sector companies through compensation levers / TriCare / partial salary payment for part-time tech talent share
- Identify large-scale coding boot camps and graduation dates in order to place army recruiters and smoke test that linkage/talent pipeline.
- Identify anyone who has participated in hackathon type activities to create an inventory of “defense tech curious” talent pipeline.
- Identify recruitment pathways for different potential talent personas:
 - Highschoolers
 - College grads
 - Early, mid, and senior career specialists
 - Highly qualified immigrants & dual citizens living in the US
 - Friendly foreigners who would respond to innovative H1B-based programs to fill talent gaps
 - Current active army/reserve/guard who are unaware of these pathways
 - Retirees with interest in maintaining engagement to the national security mission (via Gig Eagle, mentorship, etc)?

Skills profiles (multiple different people can and should be part of this)



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- Kris Saling could appoint a project manager for the overall project and then deputize other individuals to do the steps above. Some steps (mapping of ecosystem tools and people) might be better suited to crowdsourcing and DEF insurgents, other steps are more appropriate for Kris and her team (such as liaising with the DoD CIO's office, sending recruiters to coding bootcamp graduations, and the legal/policy changes necessary to incentivize increased public-private partnership).
 - Deep experience in corporate partnerships,
 - Experience in higher education, curriculum creation, reskilling programs, military-civilian transition programs,
 - Technical expertise in key areas for the Army such as cyber.
 - Confident, well-spoken, not afraid to pick up the phone, get hands dirty, and ask questions.