



DEPARTMENT OF THE ARMY  
HEADQUARTERS, 525TH EXPEDITIONARY MILITARY INTELLIGENCE BRIGADE  
4406 REILLY ROAD  
FORT LIBERTY, NORTH CAROLINA 28310-5000

AFZA-MIB-C

25 September 2023

MEMORANDUM FOR

1. SUBJECT: Policy Letter #9 - Pursuit of Excellence, Cohesion, and Incentives

2. Reference:

a. AR 601-280, Army Retention Program, 14 April 2023

b. DA PAM 601-280, Army Retention Program Procedures, 14 April 2023

3. Purpose. To establish the 525th E-MIB Command policy for the Pursuit of Excellence, Promotion of Cohesion, Provide Incentives and Awards.

4. Applicability. This policy applies to all 525th E-MIB units.

5. Pursuit of Excellence in Military Schools:

a. Excellence in Military Schools. This memorandum outlines the criteria for awards given as the result of Soldiers assigned to the 525th E-MIB achieving accolades while in attendance to Military schools. Awards include: Army Commendation, Medal (ARCOM), Army Achievement Medal (AAM), and Brigade Coin.

b. Eligibility:

(1) Distinguished Honor Graduate -Impact ARCOM + Brigade Coin

(2) Honor Graduate -Impact ARCOM + Brigade Coin

(3) ESB or EFMB "Straight Edge" Graduate -Impact AAM + Brigade Coin

(4) ESB or EFMB Graduate -Impact AAM + Brigade Coin

(5) Ranger School Graduate "No Recycles" -Impact ARCOM + Brigade Coin

(6) Ranger School Graduate -Impact AAM + Brigade Coin

(7) 600 on ACFT -Impact AAM + Brigade Coin

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SUBJECT: Promotion of Cohesion, Pursuit of Excellence, and Incentives

6. Promotion of Cohesion and Pursuit of Excellence:

a. Building cohesive teams – at every echelon – is my top priority. Cohesion improves performance, builds resiliency, and dampens the impacts of trust breaking behaviors.

b. We're the premiere Expeditionary Military Intelligence Brigade for a global response force. Our Soldiers experience here should be the best ever. We want our Soldiers to have good habits, make the most of their time away from work, and invest in their teams. This policy establishes a 'point system' for Soldiers to earn pass privileges; 75 points for a 3-day, 100 points for a 4-day. This policy is implemented at the Company level, only one pass per month, no event may be repeated in a quarter, points don't expire until used. This policy does not restrict Company leaders from adding or building their own incentive pass policies.

	Individually	As a Team (2+)
Go on a Boss or Outdoor Recreation (ODR) Trip (no Warrior Adventure Quest)	25 Points	50 Each
Volunteer in the Community (Military or Civilian)	10 Points/hr	20 Points/hr each
<b>Pursue Excellence</b>		
Win Soldier of the Month or Quarter, Best Squad Competition	50 Points	75 Points
Graduate Ranger, SHARP Foundation, EOL, DHG in any MOS Functional school ie DISMG/SOC	100 Points	
Earn your Expert Soldier Badge	50 Points	75 Straight Edge (SE indiv or multiple pax earn badge)
NCOES Honor Commandants List/Honor Graduate	50 Comm List	100 Honor Grad
<b>Get Smarter</b>		
Enroll and complete and ACS Class	15 Points	20 points
Complete a College Class or FAST Class	50 Points	75 Points
Weekend European Train Trip	15 Points Each	20 points Each
Weekend European Plane Trip	25 Points Each	50 points Each
Weekend CONUS Trip	15 Points Each	20 points Each
Go see any WWI, WWII, Revolutionary, Civil War Battlefield or Cemetery	10 Points	25 Points Each
Hike - more than 5 miles & more than 1,000 feet up.	50 Points	75 Points
<b>Get Tougher</b>		
Compete in 1000lbs Club	75 Points	80 Points
ACFT (560) or 12 - miler (2:20) or 5-miler (37:00)	50 Points	75 Points
ACFT (585) or 12 - miler (2:10) or 5-miler (36:00)	76 Points	100 Points
Join a community or BN Sports team or club or compete in a local race	25 Points	50 Points
Squad Competition Winners (Co/BN level)	25 Company	50 BN Level
Finish Norwegian Foot March in 4.5 hours	50 Points	80 Points
Finish Bataan 26 milies	74 Points	80 Points
Beat Brigade CSMs PT Challenge (rotating Challenges)	76 Points	100 Points

7. Brigade Incentives:

a. Retention. Objective is to recognize Soldiers and Noncommissioned Officers (NCO) that reenlist, units that accomplish their retention missions, and Soldiers who support the retention program. All Commanders will develop, implement, and maintain independent Army retention incentive awards programs. Programs will be announced in memorandum format and distributed throughout the command and maintained by the servicing career counselor.

b. Retention Awards. This program is designed to recognize those displaying excellence in their retention programs and superior achievement in attaining their assigned annual objectives. The success of the retention program depends on effective leadership, vigorous command involvement and aggressive programs at all organizational levels. This success is an indicator of the quality of leadership exhibited by Officers and NCOs. Mission success is measured by 100% achievement of the Commander's objectives in the Active Army and Reserve Component categories.

(1) Early Bird Award. To compete for the brigade's "Early Bird" award, the first battalion that achieves mission success in all categories will be recognized as the "Early Bird" battalion for the fiscal year. The Brigade Command Team will present the winning battalion with a "Retention Early Bird" streamer. If no battalion achieves mission success in all categories, the battalion who completes 100% of the overall mission number will be awarded the "Early Bird" award.

(2) Battalions that make 100% of their annual mission but were not selected as the "Early Bird" battalion shall receive a "Retention Mission Excellence" streamer.

(3) Influencer Recognition Awards. NCOs, Warrant Officers, and Officers who demonstrate outstanding support of the retention effort within the brigade will receive special recognition. Recognition will be quarterly the type of award will be at the discretion of the brigade command team. Nominations may be forwarded from any Commander or Career Counselor for Consideration.

(4) Retention Team Awards: These will be awarded to the team or section with the most reenlistments by percentage. Recognition will be quarterly and the type of award will be at the discretion of the brigade command team. (new pending L7 and L6 approval)

c. Retention Incentives: In order to distinguish those Soldiers who have chosen to continue their service to our nation by reenlisting or extending, the following incentives are established to recognize their choice to remain part of the Army team:

(1) All Soldiers' day of reenlistment and day after reenlistment will be considered as duty-free days day to allow Soldiers the opportunity to maximize their time to handle personal affairs. The reenlistment ceremony does not have to be carried out on the same day. Soldiers must work with command teams to ensure that the selected day does not conflict with any prior mission obligations.

(2) Soldiers who enlist or transfer into Troop Program Unit (TPU) of the USAR, enlist into a unit of the ARNG, participate in the ROTC Green to Gold Program or the United States Military Academy Preparatory Schools (USMAPS) Program will receive a 3-day pass to be used within 120 days provided it does not conflict with mission requirements.

(3) Soldiers receiving an incentive award but not able to immediately take advantage of it due to deployment or field training exercises will be afforded the opportunity to take the incentive award after completion of deployment or field exercise at the company commander's discretion. Unit commanders will set up an incentive awards program for their organizations separate of the brigade incentive program.

d. Reenlistment Education Incentive. This incentive is a local program established to promote education and stabilization. Soldiers who elect to participate must be eligible and maintain specified requirements for accountability and readiness.

(1) To be eligible Soldiers must:

(a) Reenlist for a minimum of three years for Current Station Stabilization Reenlistment Option.

(b) Stabilize in the current distribution management level (DML) for a minimum of one year.

(c) Participate in a least two full classes of college or trade school for a minimum of six semester hours for a period of one semester not to exceed six months.

(d) Begin their educational training within six months from date of reenlistment. Exception to this criteria are deployed Soldiers. Those individuals will begin classes within six months from date of return to Fort Liberty.

(e) Soldier must have unit commander authorization section of the education incentive program certificate complete prior to signing reenlistment contract. The remaining section must be complete prior to starting the program.

(f) The commanders signature serves as an agreement between the command and the Soldier to participate in the education incentive.

(2) Program Requirements:

(a) Soldiers will be physically accounted for on a daily basis during the duty week. The Soldier's duty day will be determined by individual class schedule. The Soldier's supervisor will monitor the class schedule and establish the participant's duty day as to conform to the class schedule.

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(b) Additional time off for study purposes will be at the company commander's discretion. Soldiers are required to maintain medical readiness and satisfy mandatory training requirements.

(c) Soldiers are required to maintain a passing GPA in all classes, failure to maintain at least a 2.5 in all classes while utilizing this incentive may result in termination of the incentive. Commanders will routinely check the Soldiers GPA to ensure this requirement is met.

(d) Participants will be responsible for all expenses incurred in connection with schooling. All forms of education assistance authorized through the Army Education System may be used when authorized and available. Soldiers can obtain details from the their installation education offices and education counselor.

(e) All classes must be verified by their installation education centers.

8. The point of contact for the memorandum is the undersigned at 910-396-3209.

JARED B. HARTY  
COL, MI  
Commanding