



OFFICE OF THE UNDER SECRETARY OF DEFENSE
4000 DEFENSE PENTAGON
WASHINGTON, D.C. 20301-4000

AUG 13 2004

PERSONNEL AND
READINESS

MEMORANDUM FOR ASSISTANT SECRETARY OF ARMY (MANPOWER AND
RESERVE AFFAIRS)
ASSISTANT SECRETARY OF NAVY (MANPOWER AND
RESERVE AFFAIRS)
ASSISTANT SECRETARY OF AIR FORCE (MANPOWER AND
RESERVE AFFAIRS)

SUBJECT: Blue to Green

This memorandum outlines the present concept for execution of Operation "Blue to Green." It is intended to foster common understanding. Should you have different parameters in mind, let me know by August 23; otherwise, this shall be our common focus.

The attached press release holds the essentials. Through this program, we hope to reduce the magnitude of presently-planned cuts in Air Force NPS accessions for FY 2005 (presently estimated at 10,000), and to bring that number as close as we can to zero while fencing shortage skills and honoring individual choices brought about by an aggressive Army recruiting campaign. These expanded accessions also reduce the scope of Army NPS accessions, to the extent these are absorb-able within the Army force profile and can be achieved at a price at least as good as the alternative cost of the NPS accession.

Posturing for success against these objectives requires, among other things, statements of positive leadership support from "Blue" Services. To that end, it will be constructive for your Service Senior Enlisted Advisors to interview with media such as Service Times to convey the support of top Service leadership for active consideration of these InterService Transfer opportunities. Likewise, when base visits occur, it will be important for local senior officer and enlisted leadership to strongly encourage attendance at the Army briefings as part of the local Command Information program, and to introduce the presentations positively.

Likewise, Army must establish clear metrics for success, coordinate an aggressive base visit schedule, and dedicate a sufficiently large contingent to handle individual dialogue likely to ensue following base briefings. Army also must lock in its incentive program, and my office must issue policy clarifying that bonus payments would not be recouped from approved program participants. Finally, Navy and Air Force must permit those participating in the program to retain quarters during their transition out, and both Services are in the process of establishing that option.

To ensure that program objectives are met, Army must provide the following to my office by August 30:

- Its metrics for success, and the goal associated with each metric.
- An explanation of how its “Warrior Transition Course” – particularly with regard to throughput -- supports achievement of those goals.
- A description of specific programs to incentivize Blue to Green migrations.
- The planned schedule for base visits, along with an outline of plans to advertise and accomplish the local orientations, and the degree to which assets external to its Recruiting Command would be employed.

Thank you for the outstanding teamwork of your staffs in forming cross-Service partnerships. I look forward to your support of this initiative, and to the requested information by August 30. My point of contact for this action is Major Harvey Johnson, 614-3974.



Charles S. Abell
Principal Deputy

Attachment:
As stated

cc: Deputy Chief of Staff for Personnel, U.S. Army
Deputy Chief of Naval Operations (Manpower and Personnel), U.S. Navy
Deputy Chief of Staff for Manpower and Reserve Affairs, U.S. Marine Corps
Deputy Chief of Staff for Personnel, U.S. Air Force



United States Department of Defense

News Release

On the web: <http://www.defenselink.mil/cgi-bin/dlprint.cgi?http://www.defenselink.mil/releases/2004/nr20040729-1068.html>

Media contact: +1 (703) 697-5131

Public contact: <http://www.dod.mil/faq/comment.html> or +1 (703) 428-0711

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IMMEDIATE RELEASE

DOD APPROVES ARMY PLAN TO REACH OUT TO SAILORS, AIRMEN

The Department of Defense announced today that sailors and airmen are now able to "Go Army" under a new program intended to rebalance the size of the military.

The program will generate new opportunities for continued service and career advancement for those willing to transfer into the Army from other services.

Under "Operation Blue to Green," the Army will reach out to sailors and airmen and underscore the advantages of swapping their present uniform for Army green.

Among them is the faster pace of Army promotions. For example, a soldier pins on the rank of E-6 at least four years quicker than an airman holding the same skill.

"We admire everyone who serves in the nation's uniform," said Lt. Gen. Buster Hagenbeck, the Army's uniformed personnel chief. "But I know that anyone who looks closely at today's Army will find a lot to be excited about. We are growing, and we need experienced people to lead that transition."

Both the House of Representatives and the Senate have shown an interest in increasing the Army's strength over the next few years. In fiscal 2005, the Navy is planning a force reduction of 8,000 while the Air Force trims more than 20,000 over the same period.

The Army plans to use bonuses to stimulate the needed accessions and to carefully guide the experience mix so that promotions stay strong. The focus of the effort centers on grades E1-E5, but other grades will be considered in meeting Army needs. For example, the Army will continue to have a sizeable demand in the areas of law enforcement, health care, communications and intelligence.

"There are 120 Air Force specialty codes that will transfer into 37 Army military occupational specialties (MOSs) and the Navy has 112 ratings that will transfer into 42 Army MOSs," said Col. Norvel Dillard, the chief of the Army's Enlisted Accessions Division. "Those are job one, but we're looking at others as well. We're also looking for junior officers."

In the past few weeks, more than 1,000 sailors and airmen have gone to <http://www.goarmy.com/btg/index.jsp>, answered a questionnaire and indicated intent to transfer. Nearly three-fourths of those exploring the option say they are "very interested" or "ready to transfer."

The Army's recruiting goal for the next fiscal year is about 80,000. Of that number, the Army hopes to recruit at least 8,000 prior service troops.