

ALARACT: 189/2014

DTG: 291040Z JUL 14

THIS ALARACT MESSAGE HAS BEEN TRANSMITTED BY USAITA ON BEHALF OF HQDA//DAMO-TR/G-37//

SUBJECT: ANNOUNCEMENT OF THE ARMY'S FISCAL YEAR 2015-2016 AMERICA'S ARMY-OUR PROFESSION THEME "LIVING THE ARMY ETHIC"

1. REFERENCES:

- A. THE ARMY ETHIC WHITE PAPER, DATED (TBD).
- B. HQDA EXORD 110-13 READY AND RESILIENT CAMPAIGN PLAN, MAR 26, 2013.
- C. U.S. ARMY PROFESSION CAMPAIGN ANNUAL REPORT, DATED 2 APRIL 2012.
- D. ALARACT 290/2012, SUBJECT: THE ANNOUNCEMENT OF THE ARMY'S CALENDAR YEAR 2013 ARMY PROFESSION EDUCATION AND TRAINING PROGRAM, " AMERICA'S ARMY - OUR PROFESSION."
- E. ALARACT 243/2013, SUBJECT: ANNOUNCEMENT OF THE ARMY'S FISCAL YEAR 2014 AMERICA'S ARMY - OUR PROFESSION THEME: "STAND STRONG."
- F. ADRP 1, THE ARMY PROFESSION, 14 JUN 13.

2. BACKGROUND: IN OCTOBER 2010, THE SECRETARY OF THE ARMY AND CHIEF OF STAFF, ARMY DIRECTED THE COMMANDER, TRAINING AND DOCTRINE COMMAND (TRADOC) TO CONDUCT A CRITICAL REVIEW TO ASSESS HOW PROTRACTED YEARS OF WAR IMPACTED MEMBERS OF THE ARMY PROFESSION. THE RESULTS OF THIS ASSESSMENT LED TO THE PUBLICATION OF ADRP 1, THE ARMY PROFESSION, AND THE DEVELOPMENT OF THE CY13 ARMY PROFESSION EDUCATION AND TRAINING PROGRAM, "AMERICA'S ARMY - OUR PROFESSION (AAOP)." THE CY13 AAOP PROGRAM WAS FURTHER AUGMENTED BY THE FY14 PROGRAM, "AMERICA'S ARMY - OUR PROFESSION - STAND STRONG."

3. PURPOSE: THIS ALARACT ANNOUNCES THE FY15-16 AMERICA'S ARMY - OUR PROFESSION THEME "LIVING THE ARMY ETHIC" AND PROVIDES INFORMATION ON ARMY PROFESSION TRAINING AND EDUCATION RESOURCES AVAILABLE ON THE CENTER FOR THE ARMY PROFESSION AND ETHIC (CAPE) WEBSITE ([HTTP://CAPE.ARMY.MIL](http://cape.army.mil)).

4. EXECUTION: ALL ARMY COMMANDS, ARMY SERVICE COMPONENT COMMANDS, AND DIRECT REPORTING UNITS WILL:

A. AT LEAST ONCE EACH FISCAL YEAR, CONDUCT A PROFESSIONAL DEVELOPMENT SESSION WITHIN YOUR ORGANIZATION ON THE THEME OF "LIVING THE ARMY ETHIC" FOCUSING ON:

(1) WHY WE SERVE:

(A) WE DEFEND THE VALUES THAT FRAME THE NATION, PRESERVE THE PEACE, AND FULFILL OUR MORAL OBLIGATION TO EXECUTE THE LEGAL AND ETHICAL ORDERS OF CIVILIAN AUTHORITY;

(B) WE SERVE TO SUPPORT AND DEFEND THE CONSTITUTION AND SOVEREIGNTY OF THE UNITED STATES - TO SHAPE, FIGHT AND WIN OUR NATION'S WARS. THE AMERICAN PEOPLE TRUST US TO PROTECT THEM AND DEFEND THE NATIONAL INTERESTS. DURING PEACETIME, WE PREPARE OURSELVES TO BE READY TO ACCOMPLISH ANY MISSION.

(2) HOW WE SERVE:

(A) WE LIVE OUR SHARED PROFESSIONAL IDENTITY AS TRUSTWORTHY ARMY PROFESSIONALS - HONORABLE SERVANTS IN DEFENSE OF THE NATION, MILITARY EXPERTS IN THE ETHICAL DESIGN, GENERATION, SUPPORT, AND APPLICATION OF LANDPOWER, AND STEWARDS OF THE ARMY PROFESSION;

(B) WE REINFORCE TRUST WITH THE AMERICAN PEOPLE THROUGH CONTRIBUTION OF HONORABLE SERVICE, MILITARY EXPERTISE, AND STEWARDSHIP OF THE PEOPLE AND RESOURCES ENTRUSTED TO OUR CARE;

(C) WE EARN TRUST WITHIN THE ARMY PROFESSION THROUGH CONSISTENT DEMONSTRATION OF CHARACTER, COMPETENCE, AND COMMITMENT; AND

(D) WE ACCOMPLISH THE MISSION ETHICALLY, EFFECTIVELY, AND EFFICIENTLY.

B. USE THE FY15-16 AMERICA'S ARMY - OUR PROFESSION, "LIVING THE ARMY ETHIC" TRAINING SUPPORT PACKAGE AND OTHER SUPPORTING PRODUCTS AVAILABLE AT [HTTP://CAPE.ARMY.MIL](http://CAPE.ARMY.MIL); THESE WILL ENHANCE PLANNING AND CONDUCT OF PROFESSIONAL DEVELOPMENT ACTIVITIES IN SUPPORT OF THIS PROGRAM.

C. CREATE AND SUSTAIN A POSITIVE, PROFESSIONAL COMMAND CLIMATE; SET THE EXAMPLE FOR HONORABLE LIVING; INSPIRE AND MOTIVATE OTHERS TO STRIVE FOR STANDARDS OF EXCELLENCE; AND DEVELOP DISCIPLINED, READY AND RESILIENT ARMY PROFESSIONALS IN YOUR ORGANIZATIONS.

D. CONDUCT EDUCATION, TRAINING, OPERATIONS, AND PROFESSIONAL DEVELOPMENT IN WHICH ORGANIZATIONAL LEADERS EXEMPLIFY AND TEACH THEIR TEAMS THAT THE ARMY ETHIC:

(1) INFORMS, INSPIRES, AND MOTIVATES ARMY PROFESSIONALS TO SEEK TO DISCOVER THE TRUTH, DECIDE WHAT IS RIGHT, AND TO DEMONSTRATE THE CHARACTER, COMPETENCE, AND COMMITMENT TO ACT ACCORDINGLY;

(2) REQUIRES THAT WE LIVE BY OUR ETHICAL PRINCIPLES IN THE CONDUCT OF THE MISSION, IN THE PERFORMANCE OF DUTY AND IN ALL ASPECTS OF LIFE; AND

(3) REQUIRES THAT STEWARDS OF THE ARMY PROFESSION UPHOLD THE ARMY ETHIC -- PREVENT MISCONDUCT AND DO WHAT IS RIGHT TO STOP UNETHICAL PRACTICES.

E. INTEGRATE ARMY PROFESSION DOCTRINE (ADP 1, CHAPTER 2; ADRP 1) THROUGHOUT EDUCATION, TRAINING, OPERATIONS, AFTER ACTION REVIEWS, AND IN COACHING, COUNSELING, AND MENTORING.

F. SHARE LESSONS-LEARNED AND ENCOURAGE ARMY PROFESSIONALS TO WRITE ARTICLES AND GENERATE DISCUSSIONS ON THEMES SUCH AS "LIVING THE ARMY ETHIC," "WHY AND HOW WE SERVE," "OUR SHARED IDENTITY AS TRUSTWORTHY ARMY PROFESSIONALS," "THE CONCEPT AND STRATEGY FOR CHARACTER DEVELOPMENT," AND "CERTIFICATION OF ARMY PROFESSIONALS."

G. RECOGNIZE EXEMPLARY SOLDIERS AND ARMY CIVILIANS WHO UPHOLD THE ARMY ETHIC AND ARMY VALUES, DEMONSTRATING THEIR LEADERSHIP THROUGH NON-TOLERATION OF MISCONDUCT AND UNETHICAL PRACTICES.

H. TAKE ADVANTAGE OF ICONIC EVENTS (E.G., PROMOTIONS, CHANGE OF COMMAND, RETIREMENT, GRADUATION CEREMONIES, REVIEWS, OATH CEREMONIES, HAIL AND FAREWELL EVENTS, ETC.) TO FOCUS ON THE MEANING AND IMPORTANCE OF ARMY PROFESSION, LIVING THE ARMY ETHIC, OUR CULTURAL CUSTOMS, COURTESIES, AND TRADITIONS - ENHANCING ESPRIT DE CORPS.

5. INTENT: TO GENERATE SHARED UNDERSTANDING OF THE CENTRAL ROLE OF THE ARMY ETHIC IN EXPLAINING, INSPIRING, AND MOTIVATING WHY AND HOW WE SERVE.

6. OUTCOME: AS MEMBERS OF THE ARMY PROFESSION, WE PRACTICE OUR PROFESSION, CONSISTENT WITH THE ARMY ETHIC, REFLECTING A SHARED UNDERSTANDING FOR WHY AND HOW WE SERVE IN DEFENSE OF THE AMERICAN PEOPLE. AS TRUSTWORTHY ARMY PROFESSIONALS, WE ARE HONORABLE SERVANTS, MILITARY EXPERTS, AND STEWARDS OF THE PEOPLE AND RESOURCES ENTRUSTED TO OUR CARE.

7. WHEN: THE FY15-16 AMERICA'S ARMY - OUR PROFESSION "LIVING THE ARMY ETHIC" PROGRAM BEGINS ON 1 OCTOBER 2014 AND CONTINUES THROUGH 30 SEPTEMBER 2016

8. WHO: ALL ARMY COMMANDS, ARMY SERVICE COMPONENT COMMANDS, AND DIRECT REPORTING UNITS,(ALL ARMY PROFESSIONALS: PROFESSION OF ARMS AND DEPARTMENT OF THE ARMY CIVILIANS)

9. DURING FY15-16, CAPE PERSONNEL WILL TRAVEL TO SELECT ARMY INSTALLATIONS THROUGHOUT THE WORLD TO PROVIDE ARMY PROFESSION (AP) SEMINARS. THE AP SEMINAR IS A FACILITATED DISCUSSION LED BY CAPE LEADERSHIP. TARGETING SENIOR LEADERS AT THE BRIGADE LEVEL AND ABOVE, THIS 2-HOUR SESSION IS DESIGNED TO START A DIALOGUE WITHIN YOUR ORGANIZATION ABOUT WHAT IT MEANS TO BE AN ARMY PROFESSIONAL, WITH FOCUS ON THE FIVE ESSENTIAL CHARACTERISTICS OF THE AP. CAPE WILL DEMONSTRATE TECHNIQUES AND CONCEPTS THAT YOUR ORGANIZATION'S LEADERSHIP CAN USE IN THEIR OWN PROFESSIONAL DEVELOPMENT SESSIONS. TO LEARN MORE OR SCHEDULE AN AP SEMINAR, VISIT OUR WEBSITE AT [HTTP://CAPE.ARMY.MIL](http://CAPE.ARMY.MIL).

10. HARD COPIES OF TRAINING SUPPORT PACKAGES ARE AVAILABLE IN LIMITED QUANTITIES BY CONTACTING CAPE'S POINT OF CONTACT LISTED IN PARAGRAPH 11.

11. POINT OF CONTACT: KEVIN BEERMAN, CAPE CONCEPTS, PLANS, AND OPERATIONS CHIEF, 845-938-1057, [KEVIN.BEERMAN2@USMA.EDU](mailto:KEVIN.BEERMAN2@USMA.EDU).

12. THIS MESSAGE EXPIRES 28 July 2015.