



DEPARTMENT OF THE ARMY
HEADQUARTERS, 108TH AIR DEFENSE ARTILLERY BRIGADE
BLDG X-4514 AIR DEFENSE LOOP
FORT BRAGG, NORTH CAROLINA 28310-5000

AFVL-DBC

18 June 2025

MEMORANDUM FOR All Personnel of the 108th Air Defense Artillery Brigade

SUBJECT: Policy Memorandum #5: Reenlistment/Transition Incentive and Awards Policy

1. The retention of quality Soldiers and their Families, and the transition into the National Guard or Army Reserves is of vital importance to the success of the Army in accomplishing its mission. Reenlistment in the Army is a privilege, and it is the unit commander and first sergeant's responsibility to ensure only high-quality Soldiers are afforded that privilege. I challenge all leaders to take an active role in accomplishing that mission. Today's Soldiers are tomorrow's leaders.
2. As an incentive to the reenlisting or transitioning Soldier, I will award:
 - a. One three-day pass at the unit's earliest convenience.
 - b. Education Incentive Program (EIP) for eligible initial term and mid-career Soldiers that reenlist in accordance with the 108th Air Defense Artillery Brigade EIP Standard Operations Procedure.
 - c. A thirty day exemption from the Staff Duty roster.
3. These incentives are available to any Soldier assigned or attached to the 108th Air Defense Artillery Brigade. It also applies to Soldiers who reenlist, enlist/transfer into a Reserve Component unit, or other special programs. Subordinate commanders will adopt a Reenlistment/Transition Program within their own commands to further enhance the overall success of the unit's mission.
4. The 108th Air Defense Artillery Brigade Awards Program.
 - a. This program is designed to enhance the Brigade's Retention program by recognizing subordinate commands for their achievement in retaining quality Soldiers and accomplishment of their assigned retention mission.
 - b. Units that achieve 100 percent or better in the reenlistment objective of the initial term, mid-career, careerist, FY ETS and Reserve Component Transition reenlistment missions and have the highest aggregate reenlistment percentage for the Fiscal Year will receive the 108th Air Defense Reenlistment streamer.

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c. Soldiers who have been instrumental in the success of the Reenlistment Program may receive recognition in the form of a Letter of Appreciation, Certificate of Achievement, or any other recognition as deemed appropriate by their commander. In a deployed environment, the incentive program may be adaptive to the unit's mission, to include a special trip, IAW any theater and Brigade policies.

5. This policy memorandum will be permanently posted on unit bulletin boards.

6. The point of contact for this memorandum is the Brigade Senior Career Counselor, MSG Samantha McAlister, at (910) 432-4124 or samantha.l.mcalister.mil@army.mil.


KING E. COOPER JR.
COL, AD
Commanding