



SECRETARY OF THE ARMY
WASHINGTON

10-01-18 12:00 OUT

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Army Directive 2018-17 (Army Accessions Way Ahead)

1. References:

a. Headquarters, Department of the Army General Orders (DAGO) No. 2017-01 (Assignment of Functions and Responsibilities Within Headquarters, Department of the Army), 5 January 2017.

b. Headquarters, DAGO No. 2017-05 (Consolidation of Army Marketing Functions), 6 January 2017.

c. Headquarters, DAGO No. 2017-06 (Redesignation of the United States Army Accessions Support Brigade to the United States Army Marketing and Engagement Brigade), 13 January 2017.

d. Memorandum, Under Secretary of the Army, 04 May 2018, subject: Initial Guidance.

2. This memorandum establishes the Army's future direction for accessions.

a. Purpose. We must access, train, and field the Army Force with the most highly qualified Soldiers our Nation can produce.

b. Method. The Commanding General (CG), U.S. Army Training and Doctrine Command (TRADOC) will assume responsibility for accessions planning and execution to effectively plan, prioritize resources, execute, and exploit success. Appropriate accessions capabilities will be realigned from the Army Secretariat to TRADOC.

c. End State. As a result of this realignment, the Army will have a more effective, integrated, and synchronized use of accession resources from the strategic to the tactical level.

3. To achieve this end state, I am directing the following actions:

a. Effective 1 October 2018, the CG, TRADOC will assume mission command of accessions planning and execution. The Assistant Secretary of the Army (Manpower

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and Reserve Affairs (ASA (M&RA)) retains all functions and responsibilities enumerated in DAGO 2017-01.

b. Effective 1 October 2018, the U.S. Army Marketing and Engagement Brigade and all subordinate organizations (U.S. Army Mission Support Battalion, U.S. Army Parachute Team, and U.S. Army Marksmanship Unit) are reassigned to TRADOC.

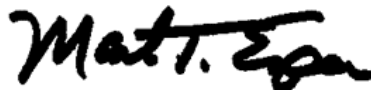
c. Effective 1 October 2018, the Army Marketing and Research Group, less the marketing policy and functions, is direct support to U.S. Army Recruiting Command.

d. Upon issuance of this directive, the ASA (M&RA) will prepare a DAGO to effect the changes directed herein before 1 October 2018.

e. Within 90 days from the date of this directive, the CG, TRADOC and the ASA (M&RA) will present to me a complete review of all other Army accessions organizations, addressing the appropriate organizational alignment, regulations, and command and control relationships.

4. Applicability. This directive applies to the Regular Army, Army National Guard/Army National Guard of the United States, and U.S. Army Reserve.

5. Proponency. The proponent of this directive is the ASA (M&RA), who will ensure its provisions are incorporated into the applicable administrative publications. This directive is rescinded upon publication of the revised regulations.



Mark T. Esper

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