



**UNITED STATES MARINE CORPS**  
MARINE CORPS INSTALLATIONS EAST-MARINE CORPS BASE  
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MARINE CORPS INSTALLATIONS EAST-MARINE CORPS BASE CAMP LEJEUNE BULLETIN 1040

From: Commanding General  
To: Distribution List

Subj: MARINE CORPS INSTALLATIONS EAST FISCAL YEAR 2025 ENLISTED RETENTION  
CAMPAIGN PLAN

Ref: (a) MCO 1040.31 Enlisted Retention and Career Development Program  
(b) MARADMIN 627/23 FY25 Command Retention Mission  
(c) MARADMIN 600/23 FY25 Enlisted Retention Campaign  
(d) MARADMIN 622/23 Selection to the Fiscal Year 2025  
Commandant's Retention Program

Encl: (1) FY25 MCI EAST FTAP/STAP Population Breakdown and Missions  
(2) FY25 Retention Campaign Timeline  
(3) Reenlistment Decline Survey

1. Situation. This Bulletin establishes the retention efforts required for Fiscal Year (FY) 2025 enlisted retention.

2. Mission. Per reference (b), all First Term Alignment Plan (FTAP), Subsequent Term Alignment Plan (STAP) and Senior Enlisted Alignment Plan (SEAP) Marines with an Expiration of Active (EAS) and/or an Expiration of Current Contract (ECC) between 1 October 2024 and 30 September 2025 will be given an opportunity to submit for reenlistment. During FY24 & FY25, Marine Corps Installations East (MCI EAST) leaders will reinforce the importance of enlisted retention programs to retain the most competitive Marines to meet the needs of the Marine Corps.

3. Execution

a. Commanders Intent. Every career and first term Marine, regardless of tier status or perceived competitiveness should submit for reenlistment. Leaders at all levels must actively engage with their enlisted Marines to ensure we retain the best and brightest for MCIEAST and the Marine Corps.

b. Concept of Operations. Per (ref) (a), this Bulletin provides commanders with retention missions while reinforcing the importance of interviews, Special Duty Assignments (SDA), Type-1 Screen-able Billets, and Professional Military Education. It also establishes incentives for all Marines within MCIEAST regarding retention.

(1) Command Retention Mission (CRM). Retaining our best Marines is vital to building and sustaining our enlisted career force. The Commandant of The Marine Corps' (CMC) emphasis on Force Design 2030 demands that commanders apply unrelenting attention to sustaining our force with the best

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Subj: MARINE CORPS INSTALLATIONS EAST FISCAL YEAR 2025 ENLISTED RETENTION CAMPAIGN PLAN

and most qualified Marines, and to ensure that the force retains sufficient Marines across all Primary Military Occupational Specialties to meet authorized end-strength requirements. Accordingly, the FY25 CRM is assigned to focus that effort and to ensure that boatspace requirements in both First Term Alignment Plan (FTAP) and Subsequent Term Alignment Plan (STAP) cohorts are met per reference (ref) (b).

(a) Per reference (c), MCI East will conduct FY 25 retention efforts in three stages to achieve the retention mission.

1. Stage I - Education and Preparation: Stage I has already begun. Units will educate their FY25 enlisted population through one-on-one interviews and retention briefs. Retention requests will be generated and issued to all FY25 eligible Marines desiring retention. Retention requests will be tracked by the unit leadership, and ready for submission by the start of the HQMC Phase lines.

2. Stage II - Submission: Begins when HQMC opens the FY 25 submission on 1 January 2024 for CRP Marines and continue with standard retention submissions starting 1 April 2024. Retention requests will be processed in accordance with corresponding Phase lines released by HQMC and will continue through the remainder of the FY 25 Retention Campaign. To maximize incentives, units will submit all FY 25 retention requests no later than 30 November 2024.

3. Stage III - Execution & Tracking: Throughout the HQMC Phase lines Marines approved for reenlistment will execute submission responses and be tracked for accurate reporting of the completion of the established CRM.

(b) Marines electing to decline an approved reenlistment will be required to complete a Reenlistment Decline Survey, enclose (3), selecting their number one reason for declination of their request while providing valuable feed back to what could change their mind and what would have helped them to decide to stay in. This will be attach to RELM accepted documents and will be tracked and reviewed by the MCI East Planner office.

(2) The Commandant's Retention Program (CRP). The Marines selected for the CRP have distinguished themselves from their peers through exceptional performance and professional competency. Throughout their enlistment, these Marines have embodied the whole Marine concept and represent the top echelon of qualified Marines within their Primary Military Occupational Specialty (PMOS). Simply put, these are the best Marines in our formations. These Marines have been announced via MARADMIN on 11 December 2023 in accordance with (ref) (d).

(3) Quality Marine Identification (QMI). At the conclusion of the FTAP Enlisted Career Retention Board (ECRB) and the filling of boatspaces for all Military Occupation Specialties (MOS), the Commanding General (CG) may request an additional boatspace in MOS's. The intent of the QMI program is to afford exceptional Marines the opportunity to obtain a boatspace. Often, these Marines did not receive a boatspace in their primary MOS due to unforeseen circumstances. Further details regarding the FY25 QMI program will be released via SEPCOR.

Subj: MARINE CORPS INSTALLATIONS EAST FISCAL YEAR 2025 ENLISTED RETENTION  
CAMPAIGN PLAN

(4) Reenlistment for 5-6 Year Contracts. FTAP Marines who enlisted in FY20 or later with a 5 or 6 year contract may request reenlistment in FY25 for eligible bonus's. Commanding Officer's must endorse via normal RELM request process; Marine must possess 30 months time in service; and Marines must possess MOS listed in ref (c).

(5) Interviews. Each Marine has unique interests and concerns. Therefore, each Marine should have the opportunity to discuss his/her career options in a private setting with the career planner and the commanding officer. Career planners should ensure 100 percent of Marines with an End of Current Contract in FY25 complete their required Retention interviews prior to submission of a retention request, or prior to 31 March 2024.

(a) Retention Briefs will be conducted between 1 December 2023 and 31 January 2024 with a target audience of all FY25 FTAP and STAP Marines. Information passed during this brief should include, but is not limited to: Commander and/or Sergeant Major opening remarks when possible, explanation of boat spaces, reenlistment pre-requisites, waiver process, submission timeline, lateral moves, reenlistment incentives, Commanding General's Retention Program, and Selective Retention Bonus.

(b) Professional Military Education (PME). One of the primary responsibilities of unit Career Planners is to advise their Commanders and Leadership on aspects of retention. It is a requirement at all levels of leadership to be advising Marines on Marine Corps programs designed to increase their competitiveness and performance while keeping Marines informed of requirements, and options available to them. Career Planners will provide leadership with tools in the form of PME to aid in mentoring and guiding Marines in the process to reach their retention goals and further development.

(6) Direct Affiliation Program (DAP). DAP affords qualified Active Component (AC) Marines the opportunity to transition to the Reserve component (RC) with either a Selective Marine Corps Reserve (SMCR) unit or Individual Mobilized Augmentee (IMA) detachment following their EAS with no breaks in service.

(7) SDA. SDA are billets specifically designated by the CMC. These assignments include: Drill Instructor, Recruiter, and Marine Security Guard (MSG) Detachment Commander. SDA billets involve demanding duties that require an unusual degree of responsibility outside of any Marine's primary skill and are significant to the Marine Corps mission. CMC (Manpower Management Enlisted Assignments) primarily seeks qualified volunteers to fill these billets based on available vacancies.

(8) Type-1 Billets. Type-1 Billets are screen-able billets that include challenging duties primarily associated with specific occupational fields. These duties may not be available to all Marines; however, may result in a significant impact to the integrity of the service or safeguarding of national assets. Type-1 billets include: MSG Watch Stander, Marine Combat Instructor, Marine Corps Security Forces Guard, Staff Noncommissioned Officer Academy Faculty Advisor or Curriculum Developer, Formal Schools Instructor, Inspector and Instructor and Marines on Independent Duty, and duty with Marine Special Operations Command.

Subj: MARINE CORPS INSTALLATIONS EAST FISCAL YEAR 2025 ENLISTED RETENTION CAMPAIGN PLAN

(9) Incentives. Incentives listed in this Bulletin are applicable to Marines in MCI EAST units only. Marines temporarily assigned to MCI EAST who reenlist while attached may take advantage of these incentives while assigned to MCI EAST. The incentives will not transfer to any other command.

(a) Unit Incentives

1. Upon reaching the unit's FTAP and STAP mission, the CG, will grant a 72-hour liberty period for the unit.

2. Upon completion of the FY25 retention season (30 September 2025), the unit with the highest retention percentage combined for both FTAP and STAP (reenlistments) will be authorized a special liberty period of 96-hours at the CG's discretion.

(b) Career Planner Incentives

1. Commanders are encouraged to recognize their unit Career Planners for accomplishing the retention mission for both FTAP and STAP.

2. Upon completion of the FY25 retention season, the Career Planner with the highest retention percentage, combined FTAP and STAP reenlistment, will receive special recognition.

(c) Reenlistment Incentives

1. FY25 Marines and Sailors who submit for reenlistment not later than 30 November 2024 and subsequently reenlist are authorized a 96-hour liberty period at the commander's discretion.

2. Requests for special liberty will be prepared through Marine-On-Line. Special liberty must be used within three months of the reenlistment date unless the unit Commander determines that extenuating circumstances (e.g. deployment) prevented compliance with the three month requirement.

4. Administration and Logistics. Not applicable.

5. Command and Signal

a. Command. Point of contact concerning this correspondence is Gunnery Sergeant Edward Nieves at 910-450-7105 (DSN 750) or via email at edward.nieves@usmc.mil.

b. Signal. This Bulletin is effective the date signed.

6. Cancellation Contingency. This Bulletin remains in effect until the FY26 Retention Campaign Plan is signed.

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DISTRIBUTION: A/B

**MCI EAST FY25 FTAP/STAP POPULATION BREAKDOWN AND MISSIONS**

1. An FY25 FTAP Marine is defined as a Marine on initial enlistment contract with an end of current contract between 1 October 2024 and 30 September 2025. Below is the MCI East by MOS mission.

<b>MOS</b>	<b>Beginning Population</b>	<b>Command Retention Mission</b>
<b>0631</b>	3	1
<b>2841</b>	2	1
<b>7257</b>	8	3
<b><u>Totals</u></b>	<b><u>13</u></b>	<b><u>5</u></b>

2. In addition to the FTAP CRM, HQMC has also established an aggregate mission of 36% of starting cohort. Below is the aggregate mission breakdown for each Installation.

<b>Installation</b>	<b>Beginning Population</b>	<b>Aggregate Mission</b>
<b>H&amp;S BN CLNC</b>	216	75
<b>MCAS BFT</b>	77	27
<b>MCAS CP</b>	61	22
<b>MCAS NR</b>	33	11
<b>MCLB ALB</b>	10	4
<b><u>MCI East Total</u></b>	<b><u>397</u></b>	<b><u>139</u></b>

3. An FY25 STAP Marine is defined as a Marine on a subsequent enlistment contract with an end of current contract between 1 October 2024 and 30 September 2025. The rank requirement for an STAP Marine is between corporal and master gunnery sergeant with less than 18 years of service, first sergeants and sergeants major are considered Zone E. Below is the MCI East by MOS mission.

<b>MOS</b>	<b>Beginning Population</b>	<b>Command Retention Mission</b>
<b>0311, 0331, 0341, 0352, 0369</b>	5	2
<b>5821</b>	8	6
<b><u>Totals</u></b>	<b><u>13</u></b>	<b><u>8</u></b>

4. In addition to the STAP CRM, HQMC has also established an aggregate mission of 69% of starting cohort. Below is the aggregate mission breakdown for each Installation.

<b>Installation</b>	<b>Beginning Population</b>	<b>Aggregate Mission</b>
<b>H&amp;S BN CLNC</b>	53	29
<b>MCAS BFT</b>	34	20
<b>MCAS CP</b>	29	15
<b>MCAS NR</b>	11	6
<b>MCLB ALB</b>	10	6
<b><u>MCI East Total</u></b>	<b><u>137</u></b>	<b><u>76</u></b>

# FY25 ENLISTED RETENTION CAMPAIGN

**FY25 Retention Campaign Overview:** FY25 will continue building on the hard work and progress seen in previous years; further developing a retention culture, incorporating lessons learned, and creating an environment where a Marine with proven performance and skills is offered the opportunity to reenlist when they are ready.



## FY25 Commandant's Retention Program (CRP)

Phase I CRP from 1 Jan 24 – 31 Mar 24

## FTAP/STAP Submission

Phase II FTAP 1 Apr 24 – 31 Jul 24/STAP 1 Jun 24 – 31 Oct 24

## Adjustments/Closeout

Phase III 1 Nov 24 – 30 Sep 25

## FEATURES:

### Command Retention

#### Mission (CRM)

- Initial CRM issued NLT 15 Dec.
- Updated CRM released NLT 1 May.
- FY25 CRP credits will be credited in FY 25 CRM.

#### CRP

- Phase I Absorbs ERA into a hybrid program.
- Up to 20% of each MOS selected.
- Lateral Moves open for targeted MOSs.
- Early Reenlistment and Lateral Move kickers available and stackable.

#### Earlier Timeline

- FTAP: 3 months earlier
- STAP: 3 months earlier
- Lateral Move: Up to 5 months earlier

#### Return on Investment:

- Marines executing reenlistment will serve all time remaining on current contract.

#### Early Reenlistment for 5/6-Year Enlistments

- Qualified Marines on 5/6-year enlistments may begin submitting for reenlistment 1 Apr.

#### Direct Affiliation Program (DAP)

- DAP fully integrated into the campaign as part of the Total Force retention effort.



Approved Reenlistment Decline Survey			
<b>1. SERVICE MEMBER AND AUTHORITY INFORMATION (Print or Type)</b>			
a. Name (Last, First, Middle Initial)	b. EDIP#	c. TFRS Reference No:	d. Authority Expiration Date:
<b>2. BASIC REASONS FOR DECLINING REENLISTMENT AUTHORITY</b>			
<p>Read and Initial each item below as applicable:</p> <ol style="list-style-type: none"> <li>1. <input type="checkbox"/> A feeling of stagnant career and/or promotion opportunities.</li> <li>2. <input type="checkbox"/> Command climate/leadership.</li> <li>3. <input type="checkbox"/> Continued transition has created a burden on me and/or family.</li> <li>4. <input type="checkbox"/> Better pay opportunities in civilian sector.</li> <li>5. <input type="checkbox"/> High deployment tempo.</li> <li>6. <input type="checkbox"/> Job satisfaction.</li> <li>7. <input type="checkbox"/> Lack of fulfillment of intangible benefit (e.g. pride of belonging, challenge, self-reliance, self-confidence).</li> <li>8. <input type="checkbox"/> Lack of opportunity for deployments.</li> <li>9. <input type="checkbox"/> Further education opportunities outside of the Marine Corps.</li> <li>10. <input type="checkbox"/> Quality of life (e.g. barracks conditions, housing, etc.).</li> <li>11. <input type="checkbox"/> Treatment of Junior Marines.</li> <li>12. <input type="checkbox"/> Available incentives for reenlistment do not match with my/or my family's needs (e.g. duty station vs. bonus).</li> <li>13. <input type="checkbox"/> RELM request response took too long from my initial submission and I decided to commit to alternative plans.</li> <li>14. <input type="checkbox"/> A feeling of inadequacy or inability to adapt to Marine Corps culture.</li> <li>15. <input type="checkbox"/> Submitted for reenlistment as a back-up to my primary plans to transition.</li> </ol>			
<b>3. ADDITIONAL COMMENTS</b>			
<p>Provide any additional reasons (not covered above) or expand your reason in the space provided below:</p> <div style="background-color: #e0e0e0; height: 60px; margin-top: 5px;"></div> <p>What changes (if any) would alter your decision to decline?</p> <div style="background-color: #e0e0e0; height: 60px; margin-top: 5px;"></div>			
<b>4. SERVICE MEMBER</b>			
I understand declining this authority does not prohibit me from re-submitting for reenlistment into an open MOS at a later date.			
a. TYPED OR PRINTED NAME (Last, First, Middle Initial)	b. Rank	c. Signature 	d. Date
<b>5. CAREER PLANNER</b>			
a. TYPED OR PRINTED NAME (Last, First, Middle Initial)	b. Rank	c. Signature 	d. Date

(Rev. 07-20) Ver 2.0