

The Army Profession Campaign

Quick Facts:

- The Secretary of the Army and Chief of Staff of the Army signed a Terms of Reference on October 27, 2010, tasking the Training and Doctrine Command (TRADOC) to conduct a review of the profession, all components and cohorts.
- The Army Profession (AP) Campaign is a self-initiated holistic review of the profession and is meant to assess the profession, yet also to inspire and engage our Soldiers and Civilians in professional dialog and to renew our collective commitment to the Army, its ideals, traditions, and ethos, as well as to the Nation and the American people.
- The AP Campaign during calendar year 2011 consisted of 67 events to gather feedback from the Total Army. These included:
 - Two centrally developed and managed Army-wide surveys (distributed by ARI in March 2011 and November 2011)
 - Army Profession focus groups (e.g., facilitated qualitative collection efforts organized by cohort at locations including Joint Base Lewis-McChord, Fort Bragg, Hawaii and US Army Europe)
 - Army Profession forums (professional seminars, conferences, and symposia)
 - Dialog captured from Army Profession discussion areas that were established on all major Army professional blogs and forums
 - Reviews of historical assessments of the Army Profession to inform and compare to current findings
 - A “red team” assessment conducted by TRADOC G2 to assess what could precipitate damage to the profession
 - Army and Joint conferences to advance knowledge and assessments of the profession
- The AP Campaign CY11 Report was delivered for senior leader review in late January 2012 and includes 7 Army Profession Strengthening Initiatives (APSI) with 63 total recommendations to strengthen the profession.
- To strengthen the Army, the AP Campaign will transition into an enduring effort. This annual institutional review of the Army Profession will deliver findings and recommendations to the Army for DOTMLPF and policy recommendations.



**I AM AN EXPERT
AND I AM A
PROFESSIONAL**