



Retention Initiatives

***SGM Mark Thompson
Senior Army Career Counselor
16 November 2016***



Retention Initiatives

- The Army does not have gender-specific retention incentives.
- The Army utilizes both monetary and non-monetary incentives to achieve and maintain force alignment through the retention, transfer, or enlistment of highly qualified Soldiers in critical skills and locations.
- The Selective Reenlistment Bonus (SRB) is the principal monetary incentive. The intent is to obtain the reenlistment for additional obligated service of sufficient numbers of qualified personnel, regardless of gender. Service members currently serving in military skills designated for bonus eligibility and to induce other personnel to agree to retrain into designated skills.



Retention Initiatives (continued)

- Reenlistment options are the principal non-monetary incentive designed to meet the personal desires of the Soldier and to fulfill the needs of the Army. Reenlistment options may be restricted for Soldiers serving in identified overstrength skills to only allow for reclassification into a designated critical skill.