



DEPARTMENT OF THE NAVY
OFFICE OF THE CHIEF OF NAVAL OPERATIONS
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OPNAVINST 1040.11D
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OPNAV INSTRUCTION 1040.11D

From: Chief of Naval Operations

Subj: NAVY ENLISTED RETENTION AND CAREER DEVELOPMENT PROGRAM

Ref: (a) DCNO (MPTE) ltr 1000 Ser N1/15031 of 24 Aug 2011
(NOTAL)
(b) NAVPERS 15878K, Bureau of Naval Personnel Career
Counselor Handbook
(c) OPNAVINST 1306.2F
(d) BUPERSINST 1150.1C
(e) OPNAVINST 1900.1D
(f) BUPERSINST 1001.39F
(g) COMNAVRESFORINST 1001.5F
(h) OPNAVINST 1740.3C

1. Purpose. To provide guidance for the management and operation of the Navy Enlisted Retention and Career Development Program (CDP) per references (a) through (f). This instruction is a complete revision and should be reviewed in its entirety.

2. Cancellation. OPNAVINST 1040.11C.

3. Discussion. The Navy Enlisted Retention and CDP is designed to improve the ability of Sailors to achieve their professional goals and positively impact their desire to remain on active duty or transition to the Navy Reserve. Active involvement of the chain of command, from the top down, is the key element to a successful career development program. This program provides Sailors the guidance needed to successfully manage their own careers and to meet personal and professional goals. This instruction is designed to function as guidance for all Navy commands. Individual command instructions are not required.

4. Objectives. The Navy Enlisted Retention and CDP is designed to strengthen policies and programs that:

a. Maintain personnel stability by retaining top quality Sailors in the proper skills balance and in the required numbers;

b. Ensure all Sailors and their families are provided the necessary guidance to make informed career decisions;

c. Encourage members to actively participate in the Navy Reserve if they leave active duty and ensure they receive appropriate transition counseling; and

d. Ensure the command master chief (CMC), chief of the boat (COB), senior enlisted leader (SEL), command career counselor (CCC), and unit career counselor (CC) team is the focal point for career development initiatives within the command.

5. Feedback. The Navy Enlisted Retention and CDP relies on robust interaction with Sailors and their families. All Sailors must be given the opportunity to provide feedback to senior Navy leadership. Sailors are encouraged to submit recommendations and feedback to Navy Personnel Command (NAVPERSCOM) by participating in Navy personnel surveys, quick polls and other surveys, or by contacting the NAVPERSCOM Customer Relations Management (PERS-1) at cscmailbox@navy.mil or calling 1-866-U-ASK-NPC (1-866-827-5672).

6. Policy. To fully optimize the Navy Enlisted Retention and CDP, all CCs will be provided the necessary equipment, training, and staffing to properly carry out their responsibilities.

7. Responsibilities and Action

a. The Deputy Chief of Naval Operations (Manpower, Personnel, Training and Education) (DCNO (MPTE) (N1)) shall:

(1) Exercise oversight of the Navy Enlisted Retention and CDP; and

(2) Provide annual all-Navy benchmarks (both active and reserve) to fleet and other echelon 2 commanders.

b. Office of the Chief of Naval Operations (OPNAV), Head, Enlisted Force Shaping (N132) shall:

(1) Serve as the central point of contact for retention policy issues, and shall work with fleet counselors to establish CDP guidelines to ensure standardization throughout the Navy; and

(2) Assess the impact of personnel policies, analyze problem areas, formulate recommendations for corrective action, and propose changes that will positively affect reenlistment and attrition behavior.

c. Deputy Chief of Naval Personnel (DEPCHNAVPERS) shall:

(1) Per reference (a), be appointed as Navy counselor (NC) (less career recruiter force (CRF)) community advisor;

(2) Identify all echelon 1, 2, and 3 NC billets as nominative requisitions to ensure experience and senior NC's are placed in these positions; and

(3) Ensure all commands are equipped with the proper NC manning or Navy enlisted classification (NEC) code 9588, career information program advisor, or reserve career information program manager (NEC 9592) per current staffing standards.

d. Master Chief Petty Officer of the Navy (MCPON) shall:

(1) Act as principal advisor to the Chief of Naval Operations and work closely with CHNAVPERS, OPNAV (N132), and Bureau of Naval Personnel (BUPERS), Military Community Management (BUPERS-3) regarding Sailor advocacy policies and issues; and

(2) Ensure that CMCs, COBs, and SELs are trained and fully understand their roles in support of all Sailorization programs, per references (b) and (c).

e. BUPERS (BUPERS-3) shall:

(1) Per reference (a), assist DEP CHNAVPERS in executing his or her responsibilities as NC (less CRF) community advisor, and act as the technical advisor for the NC rating and NEC 9588 and NEC 9592 community;

(2) Liaise with OPNAV (N132), fleet and echelon 2 commanders on training, programs, policies and planning regarding reenlistment and attrition matters;

(3) Monitor Navy reenlistment and attrition trends. Analyze, maintain, and disseminate command reenlistment and attrition data to fleet and other echelon 2 commanders;

(4) Perform functions of program manager for both Career Information Management System (CIMS) and Navy Retention Monitoring System (NRMS);

(5) Operate and maintain career development information on the NAVPERSCOM Web site at <http://www.public.navy.mil/bupers-npc/career/careercounseling/Pages/CDB.aspx>;

(6) Ensure Center for Personal and Professional Development (CPPD) provides an annual update for the Career Development Training Course (CDTC) and First Term Success Workshop (FTSW). Upon receipt, updates shall be posted on the NAVPERSCOM Web site at <http://www.public.navy.mil/bupers-npc/career/careercounseling/Pages/default.aspx>;

(7) Ensure Commander, Navy Reserve Forces Command (COMNAVRESFORCOM) provides an annual update for the Reserve Affiliation Success Workshop (RASW); upon receipt, update shall be posted on the NAVPERSCOM Web site under "Career Counseling";

(8) Provide up-to-date training through fleet engagement (FE) team visits to fleet concentration areas and other areas as requested. Briefings shall include the latest force management initiatives and career development tools to local commanding officers (COs), executive officers (XOs), CMCs, COBs, CCCs, and unit CCs, and command leadership;

(9) Provide career development training at Command Leadership School to prospective COs, XOs, CMCs, COBs, and the Senior Enlisted Academy;

(10) Provide training for all NCs assigned to echelon 1, 2, and 3 commands, as requested. Training will include, but is not limited to:

(a) CIMS Analytics;

(b) CIMS Online;

(c) NRMS;

(d) Fleet Rating Identification Engine (RIDE) and Perform to Serve (PTS) reporting;

(e) Conducting and reporting of the CDP review to include:

1. In-call and out-call with CO; and
2. Submission of plan of action and milestones (POA&M).

(f) Enlisted community manager introduction.

f. Fleet and other Echelon 2 Commanders shall:

(1) Ensure all commands utilize the CIMS for career development of their Sailors;

(2) Align recognition programs to support the achievement of all Navy benchmarks. However, they are not required to use aggregate all Navy reenlistment benchmarks to determine award eligibility;

(3) Monitor CCC course (A-501-0011) and the Reserve Career Information Course (R-501-0005) and recommend changes to CPPD and Navy Reserve Professional Development Center (NAVRESPRODEVLEN);

(4) Provide training enroute or within the first 90 days of reporting for all NCs reporting to echelon 3 commands. Training will include but is not limited to:

(a) CIMS Analytics;

(b) CIMS Online;

(c) NRMS;

(d) Fleet RIDE and PTS reporting; and

(e) Conducting and reporting of the CDP review to include:

1. In-call and out-call with CO; and
2. Submission of POA&Ms.

(5) Monitor, analyze, and provide feedback on reenlistment and attrition trends;

(6) Liaise with BUPERS (BUPERS-3) on policy and planning for retention matters. Provide feedback on retention impact whenever policies are proposed or changed;

(7) Monitor and provide recommendations to the appropriate budget submitting office (BSO) concerning distribution and manpower requirements for NC and NEC 9588 assets;

(8) Using reference (b), appendices A and C, conduct an internal command CDP review for direct reports;

(9) Using reference (b), appendices A and C, conduct an annual command CDP review for all direct reporters; and

(10) Coordinate and host fleet engagement visits with BUPERS (BUPERS-3), NAVPERSCOM, Career Management Department (PERS-4) and NAVPERSCOM, Career Progression Department (PERS-8).

g. Navy Recruiting Command shall:

(1) Per reference (d), establish and maintain recruiting support programs that provide opportunities for Sailors to assist local recruiters in locating and enlisting, or commissioning, qualified individuals; and

(2) Provide direction and support to accomplish coordination, scheduling, and presentation of Navy Reserve briefings for active duty Sailors.

h. COMNAVRESFORCOM shall:

(1) Establish policies and procedures for reserve specific programs supportive of the Navy enlisted retention and CDP;

(2) Per reference (b), prescribe and govern the methods for RASW;

(3) Participate in periodic reviews of the NAVRESPRODEVLEN Career Information Course (R-501-0005);

(4) Conduct quarterly career development training for echelon 4 CCs;

(5) Coordinate with Navy mobilization processing sites to provide demobilization briefings for all demobilizing reservists, per reference (e);

(6) Monitor and provide recommendations to appropriate BSO concerning distribution and manpower requirements for NC and NEC 9588 and 9592 assets;

(7) Using reference (b), appendices A and C, ensure an internal command CDP assist or baseline review is conducted for all newly reporting NCs within 90 days of reporting;

(8) Using reference (b), appendices A and C, conduct an annual command CDP review for all direct reporters;

(9) Assist fleet and echelon 2 commanders with the coordination and hosting of FE visits with BUPERS (BUPERS-3), NAVPERSCOM (PERS-4) and NAVPERSCOM (PERS-8); and

(10) Provide current reserve benefits and opportunities information to BUPERS (BUPERS-3) for FE and all site visits.

i. Type Commanders (TYCOMs), Regional Commanders (RCs), Common Support Directorate, and Immediate Superiors in Command (ISICs) shall:

(1) Utilize CIMS analytics to monitor the CDPs of their subordinate and supported commands;

(2) Using reference (b), appendices A and C, conduct an annual command CDP review for all direct reports;

(3) Assist in coordination and hosting of FE visits with BUPERS (BUPERS-3), NAVPERSCOM (PERS-4), and NAVPERSCOM (PERS-8);

(4) Monitor and provide recommendations to appropriate BSO concerning distribution and manpower requirements for NC and NEC 9588 and 9592 assets;

(5) Disseminate best practices to fleet counselors and subordinate commands. To ensure all commands have every opportunity to succeed, information should be obtained from:

(a) Monthly training;

(b) Quarterly training;

(c) Command visits; and

(d) Annual reviews.

(6) Conduct quarterly area-wide CC meetings or training for all commands under their cognizance. Ensure all CCCs and unit CCs attend and COs, XOs, CMCs, COB, and SELs are invited;

(7) Conduct assist visits for all commands under their cognizance, quarterly, or as needed. RCs shall conduct assist visits for Navy Reserve units when requested by the Active Component supported command, operational support officer, or unit CO;

(8) Monitor attendance and provide recommendations and feedback concerning transition assistance program (TAP) seminars, per reference (e);

(9) Ensure that commands with an initial tour NC, CCC, and unit CC provide feedback on performance, preparedness, and counselor knowledge, using the CCC and unit CC fleet feedback report to CPPD via their respective fleet counselor, as outlined in reference (b);

(10) Review and analyze monthly reenlistment and attrition statistics of subordinate and supported commands;

(11) Brief prospective COs, XOs, CMCs, COBs, and SELs on CDPs and policies as required;

(12) Navy Reserve activities (NRAs) shall provide administrative assistance to supported units for reserve specific programs per references (f) and (g);

(13) Using reference (b), appendices A and C, conduct an internal command CDP assist or baseline review for all newly reporting NCs and unit CCs within 90 days of reporting;

(14) Using reference (b), appendices A and C, conduct an annual command CDP review for all direct reporters; and

(15) Assist fleet and echelon 2 commanders with the coordination and hosting of FE visits with BUPERS (BUPERS-3), NAVPERSCOM (PERS-4), and NAVPERSCOM (PERS-8).

j. COs and Officers in Charge (OICs) shall:

(1) Establish and maintain an aggressive and proactive CDP, as outlined in this instruction;

(2) Ensure the CCC reports to the XO via the CMC, COB, and SEL;

(a) Ensure CCC has access to the CO, XO and CMC;

(b) Ensure CMC, COB, and SEL directly supervises and supports CCC and unit CCs in the performance of their duties;

(c) Ensure unit CCs attend the Reserve Career Information Course (R-501-0005); and

(d) Ensure unit CCs remain in the unit CC position for a minimum of 3 years upon completion of the Reserve Career Information course.

(3) Ensure the utilization of CIMS as the foundation for the career development of their Sailors;

(4) Ensure career development team (CDT) meetings are conducted quarterly;

(a) Quarterly CDT meetings shall include the CO, XO, CMC, COB, SEL, CCC, unit CC, department CC, department heads, and department leading chief petty officers; and

(b) As required, additional stakeholders are encouraged to attend (i.e., chaplain, educational services officer, personnel officer, command ombudsman, etc.);

(5) Utilize the CCC and unit CC as the primary source of career information;

(6) Ensure the CMC, COB, or SEL chairs, monitors and participates in the command's career development board (CDB) program, as required by reference (c);

(7) Review CDB minutes and endorse as appropriate;

(a) Ensure all CDBs are documented in CIMS in a timely manner; and

(b) Encourage conversion from overmanned to undermanned ratings to provide the greatest opportunity for upward mobility, utilizing fleet RIDE.

(8) Ensure the command has effective command sponsor and indoctrination programs, as outlined in reference (h);

(9) Ensure internal CCC review is conducted within 90 days of a new CC reporting aboard using reference (b), appendices A and C;

(10) Provide funding for training with the TYCOM for all CCs responsible to echelon 1, 2, and 3 commands within 90 days of reporting;

(11) Provide feedback on performance, preparedness and counselor knowledge on all initial tour CCC and unit CC, using the CCC and unit CC fleet feedback report per reference (b);

(12) Ensure compliance with fleet RIDE and PTS program, so that all Sailors are qualified in fleet RIDE during reporting CDB;

(13) Ensure the CMC, COB, SEL, CCC, and unit CC prepare and brief the monthly career information report to include, but not limited to, the following:

- (a) CDB minutes;
- (b) Fleet RIDE and PTS results;
- (c) Command retention statistics;
- (d) Advancement statistics;
- (e) Scheduled reenlistments;
- (f) 15-month losses (end of active obligated service (EAOS) and projected rotation date (PRD));
- (g) Pre-separation counseling and TAP;
- (h) Summary of the CDT; meeting and training; and
- (i) Career management system-interactive detailing (CMS-ID) results.

k. XOs and Assistant OICs shall ensure:

(1) The CMC, COB, and SEL supervises and supports the CCC and unit CCs in the performance of their duties;

(2) The CCC and unit CC has access to a computer that is capable of running career development and associated online programs. It is strongly recommended the CCC has the highest level Internet access necessary to accomplish mission requirements;

(3) The CCC and unit CC has suitable office space, access to private counseling space, voice and data communications, and Internet capability;

(4) Utilization of CIMS as the foundation for the career development of their Sailors;

(5) Utilization of the CCC and unit CC as the primary source of career information;

(6) The CMC, COB, SEL, CCC, and unit CC develop, maintain and supervise a CDT training program. All unit, department and division CCs must attend the CDTC;

(7) All department, division, and unit CCs are designated in writing;

(8) A client-to-CDTC trained counselor ratio of no greater than 30:1;

(9) The CMC, COB, SEL, CCC, and unit CC conduct a semi-annual internal CDP review as outlined in reference (b), appendix A.

(a) Recommend reviews also be conducted when command triad membership changes; and

(b) Recommend commands seek assistance from their TYCOM, ISIC, or RC, as necessary.

(10) All Sailors in pay grades E1 through E4 attend an FTSW and ensure all newly affiliated Navy Reserve Sailors attend RASW during initial assignment, per reference (b). Recommend including FTSW as part of the command indoctrination;

(11) All eligible transitioning Sailors receive counseling on the benefits of Navy Reserve affiliation;

(12) Compliance with fleet RIDE and PTS program; and

(13) The CMC, COB, SEL, CCC, and unit CC prepare and brief monthly career information report to include but not limited to the following:

(a) CDB minutes;

(b) Fleet RIDE and PTS results;

- (c) Command retention statistics;
- (d) Advancement statistics;
- (e) Scheduled reenlistments;
- (f) 15-month losses (EAOS and PRD);
- (g) Pre-separation counseling and TAP;
- (h) Summary of the CDT meeting and training; and
- (i) CMS-ID results.

1. CMCs, COBs, and SELs shall:

- (1) Supervise and support CCC and unit CCs in the performance of their duties;
- (2) Support CDP, encouraging chain of command involvement at every level;
- (3) Chair command level CDBs or assign an alternate when necessary as outlined in references (b) and (c);
- (4) Ensure department leading chief petty officers chair department level CDBs as outlined in reference (b).
- (5) Ensure CDBs are conducted and documented as required in CIMS and as outlined in reference (b);
- (6) Forward a written report to the CO or OIC via the XO, discussing CDB actions and recommendations;
- (7) Participate in CDT meetings as outlined in reference (b);
- (8) Manage the command sponsor and indoctrination programs as outlined in reference (h);
- (9) Provide feedback on performance, preparedness and counselor knowledge on all initial tour NC, CCC, and unit CC, using the NC, CCC, and unit CC fleet feedback report per reference (b).

(10) Coordinate quarterly training for the chief petty officer's mess on CDPs, per reference (b).

m. NCs, CCCs, and unit CCs shall:

(1) Be responsible to the CO and report directly to the XO via the CMC, COB, or SEL for all matters related to CDP management;

(2) Manage the CDP per reference (b) and current guidance;

(3) Be a graduate of the CCC course (A-501-0011) or Reserve Career Information course (R-501-0005);

(4) Be encouraged to attend the pre-separation counselor training course through Commander, Navy Installations Command as funding and command schedule permits;

(5) Conduct CDTs that will maintain training levels of 100 percent for all department and division CCs;

(6) Conduct monthly CDT training;

(7) Prepare a monthly report and brief monthly career information to include but not limited to the following:

(a) CDB minutes;

(b) Fleet RIDE and PTS results;

(c) Command retention statistics;

(d) Advancement statistics;

(e) Scheduled reenlistments;

(f) 15-month losses (EAOS and PRD);

(g) 24 month high year tenure list;

(h) Pre-separation counseling and TAP;

- (i) Summary of CDT meeting and training; and
- (j) CMS-ID results.

(8) Ensure all Sailors in pay grades E-1 through E-4 attend an FTSW and ensure all newly affiliated Reserve Sailors attend RASW during initial assignment, per reference (b);

(a) Department CCs will assist in facilitating CDTC and FTSW.

(b) NRAs shall conduct the RASW for supported units in conjunction with command indoctrination.

(9) Conduct an annual review of each department's CDP and provide written feedback to the respective department chain of command;

(10) Distribute career information throughout the command, as outlined in reference (b);

(11) Ensure all separating Sailors with remaining military service obligation receive counseling about the Individual Ready Reserve;

(12) Ensure all transitioning Sailors receive formal, pre-separation counseling using DD 2648 Pre-Separation Counseling Checklist For Active Component (AC) Service Members, as required by reference (e);

(13) Ensure every transitioning Sailor is provided assistance with developing an individual transition plan, if requested, per reference (e);

(14) Coordinate TAP quotas for Sailors who are separating, transferring to Fleet Reserve, or retiring; and

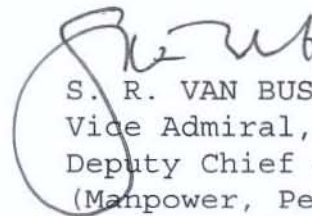
(15) Ensure all de-mobilizing Sailors receive formal, pre-separation counseling using DD 2648-1 Transition Assistance Program (TAP) Checklist For Deactivating/Demobilizing National Guard and Reserve Service Member, as required by reference (e).

8. Records Management. Records created as a result of this instruction, regardless of media and format, shall be managed per Secretary of the Navy (SECNAV) Manual (M-)5210.1 of November 2007.

9. Reports and Forms

a. The reporting requirements contained in this instruction are exempt from reports control, per SECNAV M-5214.1 of December 2005.

b. DD 2648 Pre-Separation Counseling Checklist For Active Component (AC) Service Members, and DD 2648-1 Transition Assistance Program (TAP) Checklist For Deactivating/Demobilizing National Guard and Reserve Service Members, are available at: <http://www.dtic.mil/whs/directives/infomgt/forms/index.htm>.



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