Army recruiting adapts for the future

As the pool of eligible recruits continues to shrink, the Army is working to improve its recruiting strategy by focusing on untapped segments of the population and enhancing its marketing efforts, the service’s top personnel chief said.

By the end of fiscal year 2022, the Army expects to meet its lower end strength goal of 476,000 and an even lower end strength of 473,000 by the end of fiscal 2023, Lt. Gen. Gary Brito, deputy Army chief of staff for personnel, said in written testimony for the Senate Armed Services subcommittee on personnel.

“The Army remains focused on quality over quantity, continuing to emphasize recruitment for military occupational specialties that are critical to future force modernization,” Brito said in his statement prepared for an April 27 hearing. “We continue to adapt the way we recruit talent into the Army to sustain the all-volunteer force.”

To mitigate a “challenging recruiting environment,” Brito said, the Army is banking on a multipronged strategy of enhancing marketing and media efforts, leveraging community relationships and focusing on reaching out to members of the population not previously tapped, such as college students.

Brito highlighted the “What’s Your Warrior?” recruiting campaign launched in 2019 that was designed to appeal to the youngest generation eligible for service, and the “Know Your Army” campaign rolled out in March, which lays out Army benefits. A second installment of the “What’s Your Warrior?” campaign, known as “Passions,” is aimed at highlighting the Army’s diverse career opportunities.

“These marketing campaigns leverage a multi-media mix of traditional and digital advertising to reach Gen Z recruits and their influencers across platforms including national broadcast, out-of-home advertisement, print, websites and social media,” Brito said in his statement.
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New graphic novel tells story of retired Col. Ralph Puckett

Retired Col. Ralph Puckett, a legendary and revered Army Ranger who fought in Korea and Vietnam, is the subject of the latest graphic novel in the Association of the U.S. Army’s series on recipients of the Medal of Honor.

*Medal of Honor: Ralph Puckett* tells of Puckett’s actions as commander of the 8th Army Ranger Company during the Korean War, when he led his new unit to capture a frozen hilltop near the Chinese border and battled multiple counterattacks by a much larger enemy force.

Puckett, an inaugural member of the Ranger Hall of Fame, was awarded the Medal of Honor in May 2021, more than 70 years after the fight.

“Ralph Puckett is a legend within the Ranger community. It is an honor to help share his story with the AUSA audience and the public,” said Joseph Craig, director of AUSA’s Book Program. “We were fortunate to work with such a talented group of artists to help bring the story to life.”

*Medal of Honor: Ralph Puckett* is available here.

AUSA launched its Medal of Honor graphic novel series in October 2018. This is the 14th novel in the series. The digital graphic novels are available here.

A native of Tifton, Georgia, Puckett enlisted in the Army in 1943 before being discharged two years later to attend the U.S. Military Academy at West Point, New York. He graduated in 1949 and quickly volunteered to serve in Korea.

On Nov. 25–26, 1950, Puckett, then a first lieutenant, received orders to secure Hill 205 near Unsan, Korea, and defend the critical position overlooking the Chongchon River, according to an account by the Army.

*Leaping from the tank, he shouted words of encouragement to his men and began to lead the Rangers in the attack.*

When the soldiers approached Hill 205, they came under heavy enemy fire, according to the White House when it announced Puckett’s Medal of Honor. “To obtain supporting fire, First Lieutenant Puckett mounted the closest tank, exposing himself to the deadly enemy fire,” the White House said. “Leaping from the tank, he shouted words of encouragement to his men and began to lead the Rangers in the attack.”

Puckett ran across an open area three times to draw enemy fire, allowing his fellow soldiers to find and destroy the enemy positions and seize Hill 205, according to the White House.

As the Rangers held the hill, enemy fighters launched a counterattack that lasted four hours.

Puckett continued to motivate his soldiers, and as a result, “five human wave attacks by a battalion-strength enemy element were repulsed,” the White House said.

Puckett, wounded by grenade fragments, refused to be evacuated and continued to direct artillery support and repeatedly abandoned positions of relative safety to check on his troops.

See *Puckett*, Page 6
Pioneering Buffalo Soldier promoted to brigadier general a century later

More than a century after his death, Charles Young, the first African American colonel in the U.S. Army, was posthumously promoted to brigadier general.

The long overdue recognition took place April 29 at an event hosted by Army Undersecretary Gabe Camarillo at the U.S. Military Academy at West Point, New York, where Young began his Army career and became the third African American to graduate from the academy in 1889.

Young’s time at West Point was “marked by hardship and adversity,” said Lt. Gen. Darryl Williams, the academy superintendent.

“But through his perseverance and determination, along with a quiet dignity and grace, Young overcame that adversity,” Williams said. “He holds an honored place on West Point’s Long Gray Line and still inspires generations of soldiers and officers today as an exemplar of Army values and the West Point ideals of duty, honor and country.”

Young was a trailblazer throughout his almost 40-year military career. After graduating from West Point, he served in cavalry commands, rising from second lieutenant to lieutenant colonel by 1917, according to the Army.

In 1903, Young led the prestigious Buffalo Soldiers as the superintendent of Sequoia National Park in California and was charged with protecting, building and preserving the historical landmark.

He was the Army’s first African American colonel “during a time when many deemed that accomplishment to be impossible,” according to an Army press release. He also served as a military attaché to Haiti, the Dominican Republic and Liberia.

According to the Army, Young was prematurely medically retired as a colonel in 1917 because of the racial sentiment of the day. He would be recalled in 1920 to serve as a military attaché to Liberia for a second time.

While visiting Nigeria in late 1921, Young became gravely ill and died at the British hospital in Lagos on Jan. 8, 1922, according to a profile by the National Park Service.

Young’s descendants abide by the “Young Doctrine,” which emphasizes the importance of never deferring dreams, even in the face of obstacles.

“Now while Charles Young may have been constrained and stifled by the age in which he lived, he did not defer his dreams,” Camarillo said. “His promotion today to brigadier general has been a long time delayed, but fortunately for all of us, no longer denied.”

Renotta Young, the soldier’s great niece and advocate for his promotion, expressed her gratitude to the Army.

“I was deeply moved when I was informed that the secretary of the Army approved the promotion of my uncle,” she said. “Charles Young, by all accounts, was a renaissance man, and that is what resonates with people the most. I hope the Army will continue to use this story to make sure their ranks reflect the diversity of our nation.”
Cavoli nominated for top US, NATO commands in Europe

Gen. Christopher Cavoli, the top U.S. Army leader in Europe, has been nominated to be the next supreme allied commander, Europe, the Pentagon announced Tuesday.

If confirmed by the Senate, Cavoli would succeed Air Force Gen. Tod Wolters, who has held the job since May 2019. Cavoli also would take command of the U.S. European Command.

Cavoli would be taking over during a critical time in Europe, as NATO contends with Russia’s invasion of Ukraine and U.S. troops deploy to the region to bolster the alliance’s Eastern European flank. The U.S. also is mulling changes to its force posture in the region in a bid to deter Russian aggression.

Cavoli is currently commander of U.S. Army Europe and Africa, a position he has held since October 2020. From January 2018 until the Army consolidated its Europe and Africa commands, Cavoli served as commander of U.S. Army Europe.

As commander of European Command, Cavoli would lead more than 68,000 troops and civilians across an area of responsibility spanning 51 countries and territories. In his role as supreme allied commander, Europe, he would be one of NATO’s two strategic commanders and command Allied Command Operations, which is responsible for the planning and execution of all alliance operations.

Commissioned into the infantry in 1987, Cavoli has served in a variety of positions throughout the U.S., Europe and Asia. His previous commands include the 25th Infantry Division and the 1st Armored Division’s 3rd Brigade Combat Team.

He also has served as the deputy commander of Regional Command-West in Afghanistan and as deputy commanding general for operations at the 82nd Airborne Division.

A foreign area officer with a concentration on Eurasia, Cavoli speaks Italian, Russian and French and holds degrees from Princeton University and Yale University.

Longtime AUSA member, Army aviation leader dies

Retired Maj. Gen. Carl McNair, a longtime member of the Association of the U.S. Army and a giant in the Army aviation community, died Monday. He was 88.

McNair, who was AUSA’s 2nd Region president from 1996 to 1998, served in the Army for 32 years after graduating from the U.S. Military Academy at West Point, New York, in 1955.

Commissioned as an infantry lieutenant, McNair completed flight training and airborne school before serving with the 82nd Airborne Division at Fort Bragg, North Carolina, according to the West Point Association of Graduates.

He served as an aviation adviser to the Second Field Army of the Republic of China in the Military Assistance Advisory Group Taiwan before earning a master’s degree in aerospace engineering from Georgia Tech, according to the West Point association.

McNair next served in Korea and at the Pentagon before going to Vietnam in 1967.

In all, he would serve six campaigns in Vietnam, flying more than 1,500 combat hours, according to the Army Aviation Museum. He also commanded the 121st Assault Helicopter Company and the 145th Combat Aviation Battalion in Vietnam, according to the West Point association.

As commander of the Army Aviation Center from 1980 to 1983, McNair was instrumental in developing what was then a fledgling branch, according to the West Point Association of Graduates.

McNair retired in 1987 as a major general after serving as deputy chief of staff for combat developments and chief of staff at the Army Training and Doctrine Command.

He was inducted into the Army Aviation Hall of Fame in 2004. AUSA’s George Washington chapter in Virginia, of which McNair was a longtime member, named a scholarship after him, describing him as “the father of modern Army Aviation and our longstanding chapter board member, former president and stalwart ... supporter for 40-plus years.”
When the enemy launched its sixth attack, two mortar rounds landed in Puckett’s foxhole, inflicting serious wounds that limited his mobility. At the same time, Puckett realized the soldiers’ position was “untenable” because supporting artillery fire was unavailable.

“Knowing his men were in a precarious situation, First Lieutenant Puckett commanded the Rangers to leave him behind and evacuate the area,” according to the White House.

His Rangers refused and instead moved to evacuate Puckett.

Puckett would earn the Distinguished Service Cross for his actions that night in Korea—an award that is now upgraded to the Medal of Honor.

He deployed to Vietnam in 1967 with the 101st Airborne Division, earning a second Distinguished Service Cross and two Silver Stars for actions during the Vietnam War. He also received five Purple Hearts for combat wounds and two Bronze Star Medals with V device for valor, making him one of the most highly decorated soldiers in U.S. history.

Puckett retired from active duty in 1971 after 21 years of service. He remains active within the Army community and was an inaugural inductee into the Ranger Hall of Fame in 1992. He also served from 1996 to 2006 as the first Honorary Colonel of the 75th Ranger Regiment.

His book, Ranger: A Soldier’s Life, part of the Association of the U.S. Army’s Book Program, tells the story of his service.

Each AUSA graphic novel is created by a team of professional comic book veterans. The script for the graphic novel on Puckett was written by Chuck Dixon, whose previous work includes Batman, The Punisher and The ‘Nam.

Pencils, inks and the cover were by Chris Batista, who has worked on G.I. Joe, Robin and Green Lantern; colors were by Peter Pantazis, who previously worked on Justice League, Superman and Black Panther; and the lettering was by Troy Peteri, who has worked on Spider-Man, Iron Man and X-Men.
Budget request funds people programs, modernization

Much of the attention in Washington, D.C., continues to be focused on the administration’s 2023 budget request for the federal government, which serves as a baseline for many of the hearings being held on Capitol Hill.

Lawmakers have many issues to address, including work on the fiscal 2023 appropriations and authorization processes amid the continuing crisis in Europe.

Army Secretary Christine Wormuth and Army Chief of Staff Gen. James McConville were set to testify this morning before the Senate Armed Services Committee on the Army’s fiscal 2023 budget request of $178 billion.

With this request, the Army seeks to ensure that its “People First” priorities are sufficiently funded and that the service can meet the demands of an increasingly dangerous world.

Other key topics include the Army’s efforts to ensure readiness, modernize and contribute to assisting Ukraine in countering the Russian invasion.

The Association of the U.S. Army applauds the proposed pay increase for service members and DoD civilians, and we are also recommending in our meetings with congressional staff that Congress go beyond the budgeted pay increase, if possible, to better reflect the actual cost-of-living increases for soldiers and their families.

In addition to annual hearings on the budget, many issues in Congress remain in flux, including supplemental legislation to provide additional assistance to Ukraine and additional pandemic relief.

Last week, the White House sent a request for an additional $33 billion in security, economic and humanitarian assistance to Ukraine and allies and partners that has broad congressional support. Negotiations continue on pandemic relief legislation.

As always, the AUSA Government Affairs team continues to advocate for the total Army, primarily through our Focus Areas—or legislative priorities—for this year.

We are actively meeting with staffers from the defense committees and military legislative assistants to seek support for the Army and its people programs, readiness, modernization and infrastructure priorities, and our veterans.

To read AUSA’s 2022 Focus Areas, click here. To learn more about the Army’s fiscal 2023 budget request, click here.

It is very important for the appropriations process and the National Defense Authorization Act to move forward because the Army and our nation face numerous challenges.

To help spur Congress to make progress on these issues and others, we encourage our members to contact your elected officials and express your views.

Here are links to reach your representatives and senators in Congress.

Mark Haaland is AUSA’s Government Affairs Director.

AUSA members are encouraged to contact lawmakers regarding passage of legislation to fund the Army and its priorities. (ARCHITECT OF THE CAPITOL PHOTO)
Members receive discounts on test prep, student loans

This is the time of year when many of us are looking for help getting into college and paying for the cost of education. The Association of the U.S. Army can help.

Test prep materials

One AUSA member benefit that I receive the most positive feedback on is eKnowledge. Members have purchased this SAT/ACT test prep program for their children and grandchildren at a substantial discount for many years.

Now, AUSA will cover the cost of the standard program for all AUSA members.

eKnowledge is one of the most highly rated SAT/ACT test prep programs available, is proven to raise test scores and offers a 100% satisfaction guarantee with a 14-day trial.

Users see an average improvement of 4–13 points on ACT and 150–450 points on the SAT, and the average student ranks in the 99th percentile for improvement, according to a recent study.

If you have a loved one preparing for college, take advantage of your free test prep materials by visiting www.ausa.org/eknowledge.

The standard program, endorsed by the National Federation of High Schools, includes:

• More than 100 hours of student classwork.
• More than 50 hours of detailed video explanation.
• More than 360 multimedia/video lessons.
• 29 automatically graded progress tests/quizzes with detailed answers.
• More than 500 officially released exam questions with extensively detailed explanations.
• A personalized study plan based on the student’s individual diagnostic results.
• Real Time Score Projection—a dynamic exam score prediction based on diagnostic work completed in the program.
• Student progress tracking.

You can also upgrade to an expanded course with great savings:

• The Premium Program is $750 for the public, $39.99 for AUSA members.
• The Super Course is $1,500 for the public, $49.99 for AUSA members.

Upgraded programs include more content, live teacher chats, diagnostic reports, score conversion between the SAT and ACT, parent notification with in-program reports, a college evaluation tool, more hours of student classwork, video lessons and explanations, and more test quizzes and practice and drill sessions.

The upgrades also include a Math Super Supplement and an 800-page integrated and cross-indexed multimedia e-book.

Student loan discounts

Take the stress out of paying for college by creating a private student loan that fits your budget and your goals.

AUSA has partnered with College Ave because of its simple application, helpful tools, great customer service and special discounts for members.

Undergraduate, graduate and parent loans are available, as well as refinancing.

Are you wondering whether you need a private student loan? Here are a few reasons why you might look beyond a federal student loan to finance your college costs.

Your AUSA member discount is a 0.25% interest rate discount on all in-school loans and 0.5% on the loan amount paid back to the borrower on all refinanced loans. Review the details at www.ausa.org/studentloans.

College Ave gets top ratings from many reputable organizations, including the 2022 Best Private Student Loan Overall and the 2021 Best Student Loan (Parent Loan) from Nerd-Wallet and the Best of 2021 Private Student Loans from Forbes Advisor.

Apply for AUSA scholarships

The application period is open for more than $300,000 in AUSA scholarships, a members-only benefit.

Scholarships are available for those studying science, technology, engineering and math, health and wellness, and general studies. There also are $2,500 scholarships to help with student loan debt.

Visit www.ausa.org/scholarships to learn more and apply.

If you have a family member who wants to apply, they can join for just $15 for two years because of your AUSA membership.

Learn more about family memberships by clicking here.

Susan Rubel is AUSA’s Association and Affinity Partnerships Director.
Army modernization leaders address chapter symposium

The Association of the U.S. Army’s Fort Pitt chapter in Pennsylvania recently hosted a two-day symposium focused on the Army’s modernization efforts in artificial intelligence and autonomous systems.

Lt. Gen. James Richardson, acting commander of Army Futures Command, provided the keynote address during the April 5–6 event in Pittsburgh.

“We have learned that AI, robotics and autonomy will fundamentally change the character of warfare,” Richardson said, according to an Army news story. “AI, in particular, will allow us to see and act faster, providing decision dominance to our commanders in the field in order to achieve overmatch.”

Delivering cutting-edge integrated systems to the warfighter is the end goal for Futures Command’s Artificial Intelligence Integration Center, Richardson said.

The center, based at Carnegie Mellon University in Pittsburgh, “has done this [by] leveraging the fundamental model of Army Futures Command,” Richardson said. “This model embeds Army personnel with existing, robust ecosystems that drive innovation.”

Brig. Gen. David Trybula, deputy commander of the Army Combat Capabilities Development Command, and Mark Phillips, director of non-material capabilities at the AI Integration Center, emphasized the importance of professional development and education in the AI community.

“People are foundational to the success of Army modernization,” Phillips said, according to the Army. “Not just from our commissioned officers and warrant officers, but leveraging expertise from the NCO and junior enlisted populations as well, and, just as critical, from a wide breadth of military occupational specialties.”

A panel of sustainment experts led by Maj. Gen. Mark Simerly, commander of the Army Combined Arms Support Command, discussed the critical need to increase the efficiency of Army logistics operations.

“Delivering sustainment modernization requires a holistic approach for sustainable innovative outcomes,” meaning a multidisciplinary team and not just computer programmers or sustainment planners, Simerly said.

The symposium also included panels on modernizing operations, the importance of collaboration between industry and academia and the influence of artificial intelligence on military medicine.

Additionally, attendees heard presentations from the Army’s cross-functional teams, including Next-Generation Combat Vehicles, Long-Range Precision Fires, Future Vertical Lift and the Army Network.

Also during the event, Richardson and Command Sgt. Maj. Brian Hester, senior enlisted leader of Futures Command, hosted an additional skill identifier presentation ceremony for 10 soldiers trained in the development of artificial intelligence.

“We need people who understand artificial intelligence and are trained to employ it in an effective and ethical manner at the edge of where we are tactically,” Hester said. “That is why the Army, through [Army Futures Command], stood up the center here at [Carnegie Mellon].”

Sharing information is critical for the development of technology at the speed required by a modern Army, Richardson said.

“Events like this are great,” he said. “It brings everyone together so the whole can be greater than the sum of the parts. It allows the sharing of information, and it broadens our network of knowledge.”
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*Available to AUSA members, ages 18-59. Coverage is not available in some states. Like most group benefit programs, benefit programs offered by MetLife and its affiliates contain certain exclusions, exceptions, limitations, waiting periods, and terms for keeping them in force. Please see the website or contact your plan administrator for more details.