

GENERAL ORDERS }
 NO. 2024-03 }

HEADQUARTERS
 DEPARTMENT OF THE ARMY
 WASHINGTON, DC, 1 February 2024

**REDESIGNATION AND REASSIGNMENT OF THE UNITED STATES ARMY RECRUITING
 COMMAND AS A DIRECT REPORTING UNIT**

1. The United States Army Recruiting Command (USAREC) (Unit Identification Code (UIC): W06QAA), assigned to the United States Army Training and Doctrine Command (TRADOC) (UIC: W3YTAA); together with its responsibilities, personnel, and resources; is redesignated and reassigned as a direct reporting unit to the Chief of Staff of the Army (CSA) (UIC: W0ZUAA).

2. **MISSION AND FUNCTIONS.** USAREC conducts marketing, Soldier recruiting, and officer accessions for the United States Army.

3. **REASSIGNMENT OF ORGANIZATIONS TO USAREC.** Headquarters, Department of the Army (HQDA) General Orders 2021-06, dated 25 June 2021, and General Orders 2018-28, dated 1 October 2018, are hereby rescinded. The following units are hereby assigned to USAREC:

a. The Office of the Chief, Army Enterprise Marketing (UIC: W6WCAA); together with its authorities, responsibilities, designated subordinate elements, personnel, and resources (including funding and equipment); is reassigned from the Assistant Secretary of the Army (Manpower and Reserve Affairs) (ASA (M&RA)) (UIC: W00SAA) to the Commanding General (CG), USAREC (UIC: W06QAA).

b. The United States Army Cadet Command (USACC) (UIC: W0MTAA); together with its authorities, responsibilities, assigned subordinate elements, personnel, and resources (including funding and equipment); is reassigned from the CG, TRADOC (UIC: W3YTAA) to the CG, USAREC (UIC: W06QAA).

c. The United States Army Marketing and Engagement Brigade (MEB) (UIC: W1KAAA); together with its components, including the United States Army Parachute Team (UIC: W027AA), the United States Army Accessions Mission Support Battalion (UIC: W06MAA), and the United States Army Marksmanship Unit (UIC: W1DQAA); is reassigned from the CG, TRADOC (UIC: W3YTAA) to the CG, USAREC (UIC: W06QAA).

4. ADMINISTRATIVE SUPPORT RELATIONSHIPS AND AUTHORITIES.

a. The ASA (M&RA) develops and oversees Army accession and recruiting policies and programs. The Deputy Chief of Staff, G-1 (DCS, G-1) plans and supervises the execution of Army accession policies and programs.

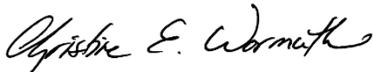
b. The CG, USAREC advises and assists the ASA (M&RA) in the development and planning of policies, programs, and management for accessions and recruiting. The CG, USAREC will coordinate with the DCS, G-1 to plan incentives and programs. The CG, USAREC will execute marketing, Soldier recruiting, and officer accessions for the United States Army.

5. OTHER DEPARTMENT OF THE ARMY GENERAL ORDERS.

a. HQDA General Orders 2006-21, dated 16 October 2006, paragraph 2, and HQDA General Orders 2018-10, dated 4 June 2018, paragraph 6a, are hereby amended and replaced with the following: “TRADOC trains, educates, develops, and builds the Army; establishes standards; drives improvement; and leads change to ensure the Army can deter, fight, and win on any battlefield now and in the future.”

b. HQDA Orders 2012-14, dated 28 September 2012, paragraphs 2 and 3, are hereby superseded.

[CSA]


Christine E. Wormuth
Secretary of the Army

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