

ALARACT 009/2024

DTG: R 262048Z FEB 24

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SUBJ/ALARACT 009/2024 - SGM LARRY L. STRICKLAND EDUCATIONAL LEADERSHIP AWARD FOR CALENDAR YEAR 2024

THIS ALARACT MESSAGE HAS BEEN TRANSMITTED BY JSP ON BEHALF OF DCS, G-1

1. (U) PURPOSE. THE LARRY L. STRICKLAND EDUCATIONAL LEADERSHIP AWARD (SELA) IS A NON-FEDERAL AWARD OF THE ASSOCIATION OF THE UNITED STATES ARMY (AUSA). THIS AWARD HONORS THE MEMORY OF SERGEANT MAJOR (SGM) LARRY L. STRICKLAND (FORMER DEPUTY CHIEF OF STAFF FOR ARMY PERSONNEL SGM); A VICTIM OF THE SEPTEMBER 11TH TERRORIST ATTACK ON THE PENTAGON, HE REPRESENTS ALL SOLDIERS AND CIVILIANS LOST IN THE GLOBAL WAR ON TERRORISM. SGM STRICKLAND WAS AN OUTSTANDING SOLDIER WHO CARED DEEPLY ABOUT MENTORING MEMBERS OF THE ENLISTED FORCE AND BELIEVED "IF YOU EDUCATE THE NONCOMMISSIONED OFFICER (NCO), YOU EDUCATE THE SOLDIERS THEY LEAD." THE SELA IS AWARDED ON AN ANNUAL BASIS TO AN NCO WHO EXEMPLIFIES THE ARMY'S VISION AND MOBILIZES OTHERS IN SHAPING OUR FUTURE LEADERS WHILE PRACTICING EXCELLENT STEWARDSHIP OF THE NATION'S MOST PRECIOUS RESOURCE.

2. (U) PROVIDING DEVELOPMENTAL LEADERSHIP WITHIN THE ENLISTED RANKS IS ONE OF THE MOST IMPORTANT RESPONSIBILITIES OF THE NCO. IT CAN PRESENT BOTH A CHALLENGE AND AN OPPORTUNITY. THE ARMY LEADER WHO DEVELOPS OTHER LEADERS MUST OFTEN PROCEED AT AN UNEVEN OR UNCERTAIN PACE DUE TO MISSION DEMANDS AND DIFFERENCES IN INDIVIDUAL ABILITIES AND MOTIVATIONS. THUS, THE LEADER MUST BE PRACTICAL, CREATIVE, AND PROACTIVE WHILE BEING PATIENT AND SUPPORTIVE.

3. (U) APPLICABILITY. NOMINEES MUST BE IN THE RANKS OF STAFF SERGEANT THROUGH COMMAND SERGEANT MAJOR (CSM)/SGM CURRENTLY SERVING ON ACTIVE DUTY (AC). ACTIVE GUARD RESERVE (AGR) COMPONENT NCOS ARE ELIGIBLE WHILE MOBILIZED ON TITLE 10 UNITED STATES CODE (10 USC) ORDERS. NOMINEES MUST DISPLAY DEMONSTRATED LEADERSHIP IN ESTABLISHING PROGRAMS AND PROCEDURES TO ENHANCE THE EDUCATIONAL OPPORTUNITIES FOR SUBORDINATES BY ENCOURAGING AND SUPPORTING ATTENDANCE IN ACADEMIC/CERTIFICATION PROGRAMS (PROGRAMS THROUGH ARMY CONTINUING EDUCATION SYSTEM) AND OTHER PROFESSIONAL SELF-DEVELOPMENT COURSES/PROGRAMS THAT ENHANCE LIFELONG LEARNING OF SOLDIERS AND SOLDIER READINESS. NOMINEES MUST BE ELIGIBLE FOR FAVORABLE PERSONNEL

ACTIONS IN ACCORDANCE WITH AR 600–8–2. VERIFICATION OF ELIGIBILITY IS THE RESPONSIBILITY OF THE NOMINEES CHAIN OF COMMAND AND S-1.

4. (U) AWARD DISTRIBUTION.

4.A. (U) ONE (1) E6-E7 AC/AGR/TROOP PROGRAM UNITS (TPU) ON 10 USC ORDERS.

4.B. (U) ONE (1) E8-E9 AC/AGR/TPU ON 10 USC ORDERS.

5. (U) NOMINATION PROCEDURES.

5.A. (U) ALL ARMY COMMANDS (ACOMS), ARMY SERVICE COMPONENT COMMANDS (ASCCS), AND DIRECT REPORTING UNITS (DRUS) WILL SUBMIT ELECTRONIC SELA NOMINATION PACKETS ANNUALLY.

5.B. (U) ANYONE SENIOR TO THE SOLDIER IN THEIR COMMAND MAY SUBMIT A NOMINATION OR THE SOLDIER MAY SELF-NOMINATE.

5.C. (U) IF A SOLDIER IS NOMINATED BY A THIRD-PARTY, THE NOMINATION PACKET MUST CONTAIN A DA FORM 7433 (PRIVACY ACT INFORMATION RELEASE STATEMENT) SIGNED BY THE NOMINEE AUTHORIZING THE THIRD-PARTY TO SUBMIT THE INFORMATION TO A NON-DEPARTMENT OF DEFENSE (DOD) ENTITY. SELF-NOMINATIONS DO NOT REQUIRE A SIGNED DA FORM 7433.

5.D. (U) ALL NOMINATIONS MUST BE ENDORSED IN A MEMORANDUM FORMAT (ATTACHMENT 1) BY THE SOLDIER'S (ACOM/ASCC/DRU) CSM. ONE NOMINATION PER COMMAND WILL BE ACCEPTED UNLESS OTHERWISE NOTED.

5.E. (U) NOMINATIONS WILL BE SUBMITTED IN NARRATIVE FORMAT (ATTACHMENT 2) AND INCLUDE SPECIFIC EXAMPLES OF EDUCATIONAL LEADERSHIP IMPROVEMENT QUALITIES THE NOMINEE HAS SHOWN IN ENHANCING SOLDIERS' EDUCATIONAL OPPORTUNITIES.

5.F. (U) EACH COMMAND WILL SUBMIT AN ELECTRONIC COPY OF THE NOMINATION PACKET NO LATER THAN 31 MAY 2024 TO THE POINT OF CONTACT, SFC TERRANCE MCCALL AT [TERRANCE.M.MCCALL.MIL@ARMY.MIL](mailto:TERRANCE.M.MCCALL.MIL@ARMY.MIL). THE PACKET WILL CONSIST OF THE SOLDIER'S NOMINATION, ACOM/ASCC/DRU CSM ENDORSEMENT, AND A SHORT BIOGRAPHY. IF A THIRD-PARTY NOMINATES A SOLDIER, THE PACKET MUST CONTAIN A DA FORM 7433 (ATTACHMENT 3) SIGNED BY THE NOMINEE FOR THE THIRD-PARTY TO SUBMIT THE PACKET AND THE DOCUMENTS TO BE RELEASED TO A NON-DOD ENTITY.

6. (U) SCREENING PROCESS.

6.A. (U) A DEPUTY CHIEF OF STAFF (DCS), G–1 SCREENING COMMITTEE WILL REVIEW AND SELECT THE TOP SIX E6-E7 AND TOP SIX E8-E9 CANDIDATES. DCS, G–1

WILL PROVIDE THE AUSA SCREENING COMMITTEE WITH THE NAMES OF THE TOP CANDIDATES NO LATER THAN 21 JUNE 2024.

6.B. (U) AN AUSA SCREENING COMMITTEE WILL REVIEW NOMINATION PACKETS AND SELECT AWARD RECIPIENTS. AUSA WILL PROVIDE DCS, G-1 WITH THE NAMES OF 2024 RECIPIENTS NO LATER THAN 19 JULY 2024.

6.C. (U) THE NAMES OF THE AWARD RECIPIENTS WILL BE RELEASED IN AN ALARACT MESSAGE ON OR ABOUT 5 AUGUST 2024.

7. (U) AWARD.

7.A. (U) THE AWARD WILL HAVE TWO COMPONENTS; HONORARY AND MONETARY. RECIPIENTS WILL RECEIVE A BRONZE EAGLE AND EDUCATIONAL SCHOLARSHIP DONATED BY THE LARRY STRICKLAND MEMORIAL FUND AND SCHOLARSHIP.

7.B. (U) THE HONORARY COMPONENT WILL ALSO HAVE TWO SUB-COMPONENTS; A BRONZE EAGLE PRESENTED TO THE RECIPIENT(S) AND THE RECIPIENTS NAME ENGRAVED ON A PLAQUE MOUNTED PERMANENTLY AT THE SERGEANTS MAJOR ACADEMY.

7.C. (U) THE MONETARY AWARD WILL BE FOR A PORTION OF THE UNPAID BALANCE OF COSTS ACCRUED FOR EDUCATION THAT TUITION ASSISTANCE DOES NOT PAY. THESE COSTS INCLUDE RELATED INSTRUCTIONAL FEES, LAB FEES, AND BOOK COSTS NOT COVERED BY TUITION ASSISTANCE (DOLLAR AMOUNT FOR TUITION ASSISTANCE WILL BE CAPPED FOR THAT CURRENT FISCAL YEAR).

7.D. (U) THE 2024 SGM LARRY L. STRICKLAND EDUCATIONAL AWARD WILL BE PRESENTED AT THE AUSA CONFERENCE IN WASHINGTON, DC IN OCTOBER 2024.

8. (U) POINT OF CONTACT IS DAPE-ZA, SFC TERRANCE MCCALL, DCS, G-1 AT [TERRANCE.M.MCCALL.MIL@ARMY.MIL](mailto:TERRANCE.M.MCCALL.MIL@ARMY.MIL).

9. THIS ALARACT MESSAGE EXPIRES ON 15 FEBRUARY 2025.

ATTACHMENTS:

1. SAMPLE SELA NOMINATION MEMORANDUM FORMAT
2. SAMPLE SELA ENDORSEMENT NARRATIVE FORMAT
3. SAMPLE DA FORM 7433



DEPARTMENT OF THE ARMY  
ORGANIZATION NAME/TITLE  
STANDARDIZED STREET ADDRESS  
CITY STATE 12345-1234

(Office Symbol)

(Date)

MEMORANDUM THRU ACOM, ASCC, OR DRU CSM

FOR U.S. Headquarters, Department of the Army, Deputy Chief of Staff, G-1 (DAPE-ZA),  
300 Army Pentagon, Washington, DC 20310

SUBJECT: Sample SELA Nomination for SGM John Doe

SGM John Doe assumed his current position as the Sergeant Major, U.S. Army Dental Command (DENCOM) on 1 January 1990. His number one goal was the establishment of a formal continuing education and professional certification system for all military and civilian Dental Specialists assigned to the Dental Command throughout the Army.

SGM Doe partnered with the American Dental Assistants Association (ADAA) and developed the concept to provide quarterly continuing education courses for all military and civilian dental assistants based worldwide. His business case analysis resulted in approval and funding by the DENCOM Commander of this innovative plan to improve the professional qualifications of military and civilian dental assistants. Subsequently, the training received through this program was adopted on the Command's balance scorecard. This novel program allows all employees to fully participate in the continuing education program without incurring out of pocket expenses. In the past two years enrollment in the quarterly training courses have grown to over 2,500 enrollees. After completion of each course, students receive completion certificates for their official military and civilian files. This global training program has offered local employees from the United States to Korea, Japan, Germany, and Italy, the opportunity to improve their knowledge base. This has increased the professional knowledge of military and civilian dental assistants, while improving the quality of care provided Soldiers and enhancing dental readiness.

After completing four quarterly courses, students are qualified and highly encouraged to challenge and pass the Dental Assisting Certification examination offered by the Dental Assistant National Board and the American Dental Assistants Association. Through July 2003, over 800 dental assistants have challenged certification through the ADAA.

To date, over 15,000 courses have been completed, 600 certification examinations taken, and over 2,500 Dental Assistants in five countries enrolled in his program.

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**DEPARTMENT OF THE ARMY**  
**ORGANIZATION NAME/TITLE**  
**STANDARDIZED STREET ADDRESS**  
**CITY STATE 12345-1234**

(Office Symbol)

(Date)

MEMORANDUM FOR Headquarters, Department of the Army, Deputy Chief of Staff,  
G-1 (DAPE-ZA), 300 Army Pentagon, Washington, DC 20310

SUBJECT: Sample SELA Endorsement for SGM John Doe

SGM John Doe, United States Army Dental Command (DENCOM), is nominated for the SELA for partnering with the American Dental Assistants Association to provide quality quarterly continuing education for military dental specialists and civilian dental assistants throughout the world. His brilliant leadership and flawlessly executed plan resulted in an increase in the professional knowledge of our military and civilian dental assistants, increased chair side skills, and improved morale and esprit de corps. This initiative will have a profound positive impact on the Army Dental Care System by raising the bar of professional knowledge resulting in top quality dental care, technically and tactically proficient dental specialists, and high levels of Soldier dental readiness.

(ACOM/ ASCC/ DRU CSM  
SIGNATURE BLOCK)

### PRIVACY ACT INFORMATION RELEASE STATEMENT

For use of this form, see AR 20-1; the proponent agency is the Office of The Inspector General.

I, \_\_\_\_\_, authorize access or release of:  
(Rank/Title, First MI Last Name)

- ☐ Any inspector general information or records pertaining to me
- ☒ Inspector general information or records pertaining to my request specifically for  
SGM Larry L. Strickland Educational Leadership Award consideration

to the following individual(s):

- ☒ General release
- ☐ \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
(Rank/Title, First MI Last Name)

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE (YYYYMMDD)