

# Army Recruiting

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## Abnormal Conditions, Causing Recruiting Crash

### Strategic Vacuum

Lethality Disconnected From Geographies

Killing Disconnected From Rational Objective

National Asset Deployment Disconnected From National Interest

GO/CSM Silence Regarding Grand Strategic Thought And Counsel

Claiming non-responsibility, *above pay grade*

Civilian leaders not receiving strategic counsel, rejecting it

Civilian leaders not called for pursuing a-national objectives

Strategic thinking lost in 1947-era assumptions, objectives

Examples: containment, Russia enemy, EU friend

### Moral Confusion

Gender/SJW Obsessions, Accommodations

Mission Confusion

The Swirling MOOTW Drain

HomeEcon Teacher To The World

Peace Accords Rather Than Surrender Signatures

Wealth Distribution Exceeding Moral Responsibility

GO/CSM Silence Regarding Grand Strategic Thought And Counsel

Silence is consent to losing wars, battles, and prestige

Monetizing rank, access is self-aggrandizement, corrodes Army

Melting into defense industry, umpteen boards, feeds cynicism

Nepotism inside and outside the Army degrades everyone

Senior silence makes Army unattractive to potential recruits

target recruiting pools see and do not appreciate GO/  
CSM dereliction and subversion regarding strategics

### Asset Dissipation

Operations In Strategic Vacuums Spread Around Globe

Counter-Mission, Counter-Expectation ROEs

Risk My Life/Treasure For Foreigners? Who Hate/Bait Me?

Why Are We/I Doing This? You Want To Spend Me Everywhere?

The Objective Of Statecraft And Therefore Of War Is Peace

Army has not been doing that very well, nor others. 17 years in MENA and no peace in sight, even with overwhelming diplomatic, financial and military power? Who wants to join a non-winning team?

### Uniform Boredom (daily, semi-dress, not ACUs)

Inelegant, Ostentatious, Voguish, Complex

Striped Pants Bloused In Huge-Toed Boots

Breasts-Full Of Ribbons

Gold Braid For ADCs Looking Like Sea Monsters

Distracting, No Visual Resting Place, Not Simple, Classic  
Thus, Little Pride Of Uniform (a major for young persons)

### CIA Kinetics / Privateering

Subverts/Demoralizes National Prestige And Sovereignty  
Subverts/Duplicates/Enfeebles Army Writ . . . And Mil Writ  
Subverts/Corrodes National Budget And Political Strength  
Conducted With Soldier Force, Without Soldier Responsibility  
Thus, Perfect Cock-Ups For Army and Mil To Follow And Fix  
(and US citizens have to pay twice for the same real estate)

## Normal Conditions, Causing Recruiting Climb

**BLUF:** System strength increases by removing rather than adding stuff.

Recognizing that some of what follows first is  
Congressional/POTUS decision, not Mil:

### Strategic Clarity

[Harvard-Harris Poll](#) Shows Heavy Support For National Sovereignty  
Opportunity for Army strategic counsel and recruiting themes  
GOs/CSMs are responsible for grand national strategic counsel  
cannot be off-loaded to academic prostitutes and politicians  
Senior Army leaders are Soldier-Statesmen and Warrior-Scholars  
the objective of statecraft and therefore war is peace

### Strategic Reciprocity

Allies put their life, treasure, and sacred honor into self-protection  
Cease trying to buy allies, paying for infrastructure, greasing palms  
Demand repayment from allies USA protects from predators

### Moral Clarity

**USA national independence and sovereignty are Army core realities**  
Must be plainly stated as such, no cute acronyms  
Army values are secondary, derivatives of those core realities  
Eliminate *diversity/inclusion reeducation*

Loose Army normal, lose Army abnormal

GOs/CSMs become Army/Army SOF recruiters, coherent message:

Army wants peace so trains to win wars

Call out civilian leaders bearing a-national objectives

Army wants no interminable conflict, endless deployment

GOs/CSMs be at peace with their own work & history

press the importance of the Soldier-Soldier

Asset Husbandry

Army internal discipline must be certain, swift, and admired

Morale is directly proportional to strong, fair discipline

Combat effectiveness is directly proportional to morale

How Army discipline is thought of outside the Army matters

If considered not tough/fair, desirable persons will not join

USA national independence and sovereignty are Army core realities

Orient Army education and promotion to produce:

Warrior-Scholars

Soldier-Soldiers

more intellectual, strategic training, less leadership cheering

more geography, engineering, drawing, mathematics, writing

more athletics (work), less sports (gambling)

Uniform Elevation (daily, semi-dress, not ACUs)

Invite Melania Trump to design daily, semi-dress Army uniforms

When design settled, keep it, and away from meddlers

1940s/50s Khaki Uniforms served elegance and cost  
(think [Norman Norell](#)/Lauren Bacall for design essence)

## CIA Has No Calling In Kinetics

Kinetics Is Mil Responsibility

USA Are Not An Organized Crime Syndicate

Tell This To Congress, POTUS, And Ivy League Students

many will jeer, jeering will pass, and thinking will occur

## Big Army Recruiting Themes

USA national independence and sovereignty are Army core realities

Patriotism: Protect Mother Country, Punish Mother Haters

Personal Freedom – Army Loyalty – National Sovereignty

Duty Honor Country – Selfless Service – Blow Up Stuff

WP is *fountainhead of Army* (Colin Powell), so use the lingo

Army Smart. Army Strong. Army Normal.

Strong Discipline. Structured Self-Improvement. Shared Hardship.

Self-Confidence. Self-Satisfaction. Self-Sacrifice.

Be Army. Learn People. Use Devices.

A nation arises around her victorious ground forces, her Army

Want to win, prosper, and be noble? Join The U.S. Army!

Wealth is land: dirt, rock, creature, river . . . geography, Army

For rational national strategic interests, war is fun, fascinating

If you want to kill, we do not want you  
If you want to rule, we do not want you  
If you want to train, we do not want you  
If you want to be strong and happy, we want you

Army is opportunity to kick free of teacher/parent/peer stupidity  
... and technology/device dumb-down  
Less soaring music, more *feo, fuerte, y formal*  
... ugly, strong, and formal

### Army SOF Recruiting Themes

USA national independence and sovereignty are Army core realities

Quiet Forces For Real Bangs – Army Special Operations

Quiet Forces For Little Effects, Big Consequences –  
Army Special Operations

Are You Good At Thinking? Do You Like To Fight? We Do That. –  
Army Special Operations

We Hire Brain And We Hire Brawn. We Also Hire Courage. –  
Army Special Operations

Move To Contact. Jump Into Danger. Do It Smart. –  
Army Special Operations

Thinking. Quiet. Sudden Impact. – Army Special Operations  
[sudden impact](#) may be copyrighted, Clint Eastwood may  
allow

Some Big Army Recruiting Themes (above) useful  
emphasize thinking, quiet/stealth, sudden impact/decision

## Recruiting Methods

Roaming Professoriate, LTC/1st SGT and up, to highs schools, orgs  
Get the apple off the tree, not from the barrel  
Promote Army as better than college, list the ways  
... to include no debt!  
Encourage drill classes in junior and high schools  
Young kids love to learn the moves/manoeuvres, I did  
Press the importance of the Warrior-Scholar  
Attach college/trade school credits to Army service  
Include *civilian warrior* contractors who maintain Army units  
Service is life experience worthy of academic credit  
Make Army a prestige, credentialing post-secondary school  
West Point for the masses to supply Army needs  
**This might substitute for GI Bill at far less cost**  
Emphasize/budget high school/family firearms training  
Jump over NRA, they have gone commercialist  
Enlist Jenner/Kardashian troupe and the like as messengers  
Army is cool, they like men who are men: protectors  
Less soaring music, more *feo, fuerte, y formal*  
... ugly, strong, and formal



## **Army University**

Army service should have post-secondary school academic credit: Army University, for truly, Army is a genuine universe. Credits attached to years/types of service. Replace GI bill perhaps. Encourage retention.

Some companies now take certificates of one or another type as proof of knowledge instead of requiring college degrees. Large employers (Boeing, Raytheon, General Dynamics, etc.) might be persuaded to accept Army/military certificates of competence as proof of employment eligibility. This would spread benefit more than would just preferential job offerings for individual veterans. The companies could offer the same starting jobs and opportunities for advancement – at least – to veterans as they do to persons with a four-year degree.

Itemized, graduated post-secondary academic credit granted enlisted personnel for their military service would synergize with POTUS Trump's initiative [prioritizing and expanding vocational education](#).

Let the Army and other branches of the military service be academic credit-granting institutions for enlisted personnel. Let the branches work out the details each on its own.