



UNITED STATES MARINE CORPS  
MARINE CORPS INSTALLATIONS NATIONAL CAPITAL REGION  
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Canc: Oct 2025

MCINCR-MCBQBul 1040  
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MARINE CORPS INSTALLATIONS NATIONAL CAPITAL REGION-MARINE CORPS BASE QUANTICO  
BULLETIN 1040

From: Commanding Officer, Marine Corps Installations National Capital Region Marine Corps Base  
Quantico

To: Distribution List

Subj: FISCAL YEAR 2025 ENLISTED RETENTION CAMPAIGN PLAN

Ref: (a) MCO 1040.31 Enlisted Retention and Career Development Program  
(b) MARADMIN 627/23 FY25 Command Retention Mission  
(c) MARADMIN 600/23 FY25 Enlisted Retention Campaign  
(d) FY25 Enlisted Retention Guidelines  
(e) MARADMIN 483/24 FY25 Selective Retention Bonus (SRB) Program  
(f) MARADMIN 622/23 FY25 Commandant's Retention Program  
(g) MCO 1050.3J Regulations for Leave, Liberty, and Administrative Absence

Encl: (1) FY25 MCBQ Command Retention Mission

1. Situation. At the beginning of the FY25 retention season, there were 481 First Term and 364 Subsequent Term Marines with an Expiration of Current Contract (ECC) within Fiscal Year 2025 (FY25) who fell under the MCINCR. However, due to losing multiple MCCs to mission reorganization, our starting first term population is 425 and subsequent term population is 294.

2. Mission. MCR-NCR executes a deliberate campaign to inform and mentor FY25 reenlistment-eligible Marines, emphasizing career options, incentives, and the benefits of continued service to retain our best and most qualified Marines.

3. Execution

a. Commander's Intent

(1) Purpose. The purpose of the Enlisted Retention Campaign Plan is to retain our best and most qualified Marines. It is a truism that Marines are the Corps' most valuable resource, and leaders at all echelons are a key contributor to a Marine's development and informed decision making. Leaders must engage Marines on retention, just as they would engage on topics of warfighting prowess. These engagements are imperative to their Marines' success, contribute directly to maintaining a talented, skilled, combat ready force, and are vital to the future health of our Corps. Retention is commander's business.

(2) Method. In coordination with the MCINCR Career Planner, the MCINCR Sergeant Major will maintain overall responsibility for the management of the enlisted retention campaign plan. Subordinate Command teams shall supervise the execution of the enlisted retention campaign plan in accordance with this order.

(3) End State. High quality MCINCR Marines are provided sage career counsel and reenlist, thereby retaining the experience, technical expertise, and specialized training of our most valuable asset.

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b. Concept of Operations. All commands shall conduct required interviews and briefs in accordance with this Bulletin and its references.

c. Tasks

(1) Commanding Officers, Subordinate Units

(a) Adhere to policy and guidelines promulgated in this Bulletin.

(b) Retain the best and fully qualified Marines in accordance with the assigned FY25 retention missions promulgated in enclosure (1).

(c) Ensure required Commanding Officer and Career Planning interviews are completed on time in accordance with reference (a).

d. Coordinating Instructions

(1) Interviews. Per reference (a), interviews are a crucial element in the accomplishment of the retention mission. Each Marine has unique interests and concerns. Therefore, each Marine should have the opportunity to discuss their career options in a private setting with their small unit leaders (officer and enlisted) often, as well as during required interviews with their Career Planner. Leaders are encouraged to discuss reenlistment bonuses and special duty assignments as valuable reenlistment incentives. In addition, for those Marines who do not desire to be retained on active duty, interviews should include a discussion about reserve opportunities. All leaders should familiarize themselves with references (d) and (e) so that they can speak to the associated programs, opportunities, and options.

(2) Briefs. To ensure all Marines within MCINCR receive the most current information on retention, incentives, opportunities, and deadlines, the following briefs shall be conducted in accordance with reference (c) by unit Career Planners before 1 October 2025.

(a) Command Retention Brief. The purpose of this brief is to inform, at a minimum, all Commanding Officers, Executive Officers, and Sergeants Major (to include those acting in their stead) of FY25 retention directives and procedures.

(b) FTAP Brief. The purpose of this brief is to educate FY25 FTAP Marines on FY25 retention policies, incentives, and career opportunities available in their next term of enlistment.

(c) STAP/Career Brief. The purpose of the brief is to educate STAP Marines on FY25 retention policies, incentives, and career opportunities to include special duty assignments, screenable billet assignments, and transfer of GI Bill education benefits.

(3) Retention Mission. In accordance with reference (b), Headquarters Marine Corps (HQMC) assigned Command Retention Missions (CRM) to MCINCR for 11 FTAP MOS and 14 STAP MOS groups.

(a) Enclosure (1) contains the FY25 FTAP and STAP retention missions for each subordinate unit within MCINCR. As each MOS reaches 100% execution on the HQMC boat space report, MCINCR will be relieved of its mission for that MOS.

(b) Only executions of approved reenlistment contracts for missioned MOSs will contribute to the missions for those MOSs.

(c) Only Marines who are permanently assigned to MCINCR on the date of reenlistment will contribute to mission accomplishment. Units must ensure their Marines are appropriately assigned in the Marine Corps Total Force System prior to reenlistment to ensure credit is awarded.

(4) Retention Programs

(a) Commandant's Retention Program (CRP). The FY25 CRP identified the names of the highest-performing FY25 FTAP Marines in the Marine Corps. These Marines were granted a conditional approval for reenlistment with expedited request-routing procedures. These selectees received their choice of duty station assignment from the billet vacancy list on the MMEA dashboard or via direct contact with their monitors as directed by reference (f). The deadline for CRP submissions was 31 March 2025.

(b) Commanding General's Retention Program (CGRP). CGRP is designed to give commanding generals a venue to reenlist deserving FTAP and STAP Marines beyond established boat space caps. CGRP will open on a PMOS-specific basis as boat space caps are reached.

(c) Lateral Move (LATMOV). LATMOVs align individual talent and goals with the needs of the Marine Corps. If you are interested in LATMOV opportunities, you are encouraged to coordinate an interview with your Career Planner to determine what PMOS aligns to your talents and qualifications.

(d) Direct Affiliation Program (DAP). DAP affords qualified Active Component Marines the opportunity to seamlessly transition to the Reserve Component via direct affiliation with either a Selected Marine Corps Reserve unit or Individual Mobilization Augmentee detachment following their Expiration of Active Service with no break in service.

(5) Local Incentives. The following incentives are available specifically to Marines permanently or temporarily assigned to MCINCR. The incentives will not transfer to any other command unless the gaining command chooses to make them available. Requests for special liberty will be prepared through Marine On-Line and executed at the unit's discretion in accordance with reference (g).

(a) FTAP and STAP Marines who request reenlistment via Total Force Retention System will be authorized a 96-hour special liberty period upon execution of an approved reenlistment contract.

(b) Commanding Officers are encouraged to award all-hands special liberty periods to celebrate mission accomplishment in their own retention campaigns and strategies as they see fit. This incentive recognizes that achievement of retention missions is not a single-handed accomplishment of the unit career planner, but of the leadership and peer-influence of the entire unit, who contribute to positive command climate and foster an environment in which Marines feel consistently challenged, valued, and respected.

(6) Career Planning Awards. The following awards will be presented upon the completion of the FY (30 September 2025). To qualify for an award, the unit must have an overall interview completion percentage of 95 or higher for FY25 and meet their CRM.

(a) Career Planners who facilitate 100% or more of their assigned FTAP/STAP aggregate missions will be authorized a 96-hour liberty period.

(b) Career Planners who facilitate 150% or more of their assigned FTAP aggregate mission will receive a Navy-Marine Corps Achievement Medal (NAM) from the MCINCR Commanding Officer.

4. Administration and Logistics. Recommendations concerning this Bulletin may be forwarded to the Marine Corps Installations National Capital Region Career Planner, Gunnery Sergeant Nicholas Varner at (703) 784-5568 or at [nicholas.varner@usmc.mil](mailto:nicholas.varner@usmc.mil).

5. Command and Signal

- a. Command. This Bulletin is applicable to the Marines of all MCINCR commands.
- b. Signal. This Bulletin is effective the date signed.



J. A. COLEGATE

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**MCI-NCR FY25 FTAP/STAP POPULATION BREAKDOWN AND MISSIONS**

1. An FY25 FTAP Marine is defined as a Marine on initial enlistment contract with an end of current contract between 1 October 2024 and 30 September 2025. Below is the MCI-NCR FTAP by MOS mission.

<b>MOS</b>	<b>Command Retention Mission</b>
<b>0231</b>	3
<b>0311</b>	21
<b>0331</b>	1
<b>0441</b>	1
<b>0671</b>	1
<b>6218</b>	1
<b>6258</b>	1
<b>6323</b>	1
<b>6326</b>	2
<b>6338</b>	1
<b>7257</b>	2
<b><u>Totals</u></b>	<b><u>35</u></b>

2. In addition to the FTAP CRM, HQMC has also established an aggregate mission of 36% of starting cohort. Below is the aggregate mission breakdown for each Installation.

<b>Installation</b>	<b>Beginning Population</b>	<b>Aggregate Mission</b>
<b>SecBn MCBQ</b>	100	39
<b>WWR</b>	3	2
<b>MCAF</b>	31	13
<b>HMX-1</b>	117	28
<b>MCIA</b>	7	2
<b>HH HQMC</b>	49	13
<b>Marine Brks Wash</b>	117	9
<b>Mar Det Pax Rvr</b>	1	1
<b><u>MCI-NCR Total</u></b>	<b><u>425</u></b>	<b><u>165</u></b>

\*The initial FY25 FTAP cohort for NCR was 481 Marines. However, due to losing multiple MCCs due to mission reorganization, our starting population is now 425. The aggregate CRM was not adjusted to reflect this population change.

3. An FY25 STAP Marine is defined as a Marine on a subsequent enlistment contract with an end of current contract between 1 October 2024 and 30 September 2025. The rank requirement for an STAP Marine is between corporal and master gunnery sergeant with less than 18 years of service; first sergeants and sergeants major are considered Zone E. Below is the MCI-NCR by MOS mission.

MOS	Command Retention Mission
0231	5
0241	14
0369	11
0372	1
0869	1
2629	2
2651	1
3044	1
5821	2
5951	1
6116	4
6125	1
6176	4
6286	1
<b>Totals</b>	<b>49</b>

4. In addition to the STAP CRM, HQMC has also established an aggregate mission of 69% of starting cohort. Below is the aggregate mission breakdown for each Installation.

Installation	Beginning Population	Aggregate Mission
SecBn MCBQ	44	30
WWR	18	12
MCAF	6	4
HMX-1	94	64
MCIA	23	16
HH HQMC	65	45
Marine Brks Wash	36	25
Mar Det Pax Rvr	6	4
Separate Units	2	1
<b>MCI-NCR Total</b>	<b>294</b>	<b>201</b>

\*The initial FY25 STAP cohort for NCR was 364 Marines. However, due to losing multiple MCCs due to mission reorganization, our starting population is now 294. The aggregate CRM was not adjusted to reflect this population change.