



Bottom Line: Up Front

Edition 06-10

This document is for information purposes and is designed to ensure that all personnel are aware of the many issues/changes that occur in our Navy. Although not inclusive, it is a great venue to share our best practices. If you have information, programs or best practices that you would like to share Navy-wide, send them via your applicable ISIC or Force Master Chief for inclusion. Thanks for your support and feedback.

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MCPON RECOMMENDS:

*Keep up with the latest NAVADMINs by frequently visiting:
<http://www.npc.navy.mil/ReferenceLibrary/Messages/>
See page 11 for more links of interest*

Shipmates,

It's been a few months since my last BLUF, but I hope you have been staying abreast of the latest information through my Facebook and Slide Share pages. The most up-to-date information from me as well as FLTCMs and FORCMs are posted to these two sites. Inside this edition, you will find more information on how we as a Navy are engaging more in Social Media, including a link to the newly released Social Media Handbook. Communicating with our Sailors, families, Navy civilians and retirees is a very important part of what we do. For instance, the latest Shift Colors, newsletter for Navy retirees, is now available online at:
<http://www.npc.navy.mil/ReferenceLibrary/Publications/ShiftColors/>
I found this newsletter to be very informative and I hope you reach out to every retiree and either ensure they have the link or print them a copy for their review.

This year is quickly coming to an end, even though it seemed like summer was only yesterday, we are well into fall and winter is just around the corner. To date you have done extremely well regarding personal safety, but there is still much to do. Are you ready for winter and holiday safety? Start planning now and keep up the good work!

As I travel around our Navy, I continue to be impressed by all of you. No matter where you are in the world or what you do for our great Navy, I want you to know that everything that you do is very important and it all plays part in our Navy's Maritime Strategy. It's because of you our Navy is so strong!

HOOYAH!

MCPON

What's Hot

Social media remains a critical component in our Navy's communication efforts, and Sailors' active participation in social media exchanges provides real-world insight into the concerns of prospective Sailors, Navy families and members of the public. Top leaders encourage Sailors and command leadership to support discussions and appropriate interaction on Navy social media sites.

Navy's social media audience continues to grow at a remarkable pace and will continue to evolve:

- Over 159,000 Navy Recruiting Command (NRC)/CHINFO Facebook fans.
- Over 1,000% NRC Facebook fan growth in last year.
- 718,067 photo/video views on Flickr (3,200% yearly growth).
- 7.9 million video views on Navy YouTube Channel.
- 8,300 Navy YouTube Channel subscribers (over 100% yearly growth).
- 20,000 visits per day to www.navy.mil.
- Effective this May, www.navy.com visitors can chat live with a Navy recruiter online.
- New Navy iPhone application discusses Navy career opportunities, features videos and photos and provides recruiter contact info.

In an ongoing effort to provide the tools necessary to support leadership and command in effective use of social media, the Emerging Media Integration team at CHINFO has developed the Navy Command Social Media Handbook.

This handbook was written with a specific audience in mind -- Commanding Officers, Officers-in-Charge, and Senior Enlisted Advisors -- and strives to provide guidance that will help to better understand and more effectively communicate in the social media environment.

This handbook is available online in three formats:

Command Social Media Handbook -- Online Version

<http://www.slideshare.net/USNavySocialMedia/navy-command-social-media-handbook-web>

Command Social Media Handbook -- Single-page Print Version (designed to be printed double-sided)

<http://www.slideshare.net/USNavySocialMedia/navy-command-social-media-handbook-single-page-printable>

Command Social Media Handbook -- Handbook Layout Version (designed to be printed on either 8.5" x 11" or 11" x 17" paper and folded into a handbook)

<http://www.slideshare.net/USNavySocialMedia/navy-command-handbook-print-ready>

My Personnel Information

BLUF: Shipmates, it's your career ... take charge of it! Stay informed and stay on top of everything from your pay, to PTS, to your record. Fleet feedback has asked for something like this.

Navy Personnel Command has a new link to help Sailors manage their careers. Linked below, the "[My Personnel Information](http://www.npc.navy.mil/CommandSupport/PayPersSupport/My+Personnel+Information.htm)" page is a "one-stop shop" for all personnel needs: ESR, awards history, PRIMS, MyPay, NKO, Navy COOL and SMART transcripts. Get the word out to your Sailors to bookmark the NPC page: My Personnel Information and instantly link to many online career tools. <http://www.npc.navy.mil/CommandSupport/PayPersSupport/My+Personnel+Information.htm>

PCS Season and Sponsorship

BLUF: Successful Sponsorship and Indoctrination (Indoc) programs set Sailors on a path to success. Are you Brilliant on the Basics?

Sponsor/Indoc programs are essential elements of Brilliant on the Basics and are essential in ensuring Sailor satisfaction and top performance in his/her new command. NPC is writing orders now through December 2010. As the new Sailors roll in, be brilliant on the basics and run tight Sponsorship and Indoc programs ... but don't forget about our Navy families. Engagement with Navy families early and often through the command Ombudsman or other family groups/programs ensures success for the Sailor and their family. Has your spouse attended the Compass class? Make this part of your Indoc program.

Navy Redesigns Medical Site

BLUF: Stress related to deployments or combat affects family members as well as the service member ... FOCUS on family, not stress.

The Bureau of Medicine and Surgery has redesigned the Project FOCUS (Families Over Coming Under Stress) Web site at <http://www.focusproject.org>. FOCUS is an eight-week, skill-based, trainer-led, intervention that addresses difficulties that families may have when facing the challenges of multiple deployments and parental combat-related psychological and physical health problems. The Web site contains information about common challenges families face before, during and after deployments along with resources for parents, children and service providers on how to deal with the associated stress.

Perform to Serve (PTS) Successes

BLUF: Work the PTS process early and use all options when submitting. Ask yourself: Is only submitting for the rate they are in the best option? Ensure you give the Sailor options to STAY NAVY!

PTS is an opportunity to keep our best and brightest Sailors in the Navy. Sailors are evaluated and ranked based on the following: performance; the CO's recommendation for retention/advancement; PNA (passed not advanced) on the most recent exam; and the last two regular periodic promotion recommendations (Promote, Early Promote or Must Promote). There are many untold happy endings. For example, HM3 Dummerth (ADSD 0512, LOS 5) was approved for conversion to CTR Nov. 18, 2009. HM 8404 NEC (Field Medical Corpsman) was overmanned with advancement opportunity to E-5 at 8 percent. This Sailor converted to CTR, attended CTR A-school, graduated, and continued on to 9138 (Analysis and Reporting) School. CTR3 Dummerth received an SRB for a 6-year reenlistment and CTR advancement to E-5 is 100 percent. A happy Sailor ... and a better Navy. Tell your Sailors about the power of PTS.

Selective Reenlistment Bonus Update

BLUF: SRBs are not guaranteed for the life of your career, so take advantage of them if eligible when you qualify.

[NAVADMIN 300/10](#) updates the Selective Reenlistment Bonus (SRB) award levels for Active Component and Full Time Support. While the SRB program continues to be the Navy's primary monetary incentive to encourage Sailors with critical skills and valuable experience to stay Navy, the Navy must remain within Congressionally-authorized funding limits. As reenlistment goals for particular skills are achieved, SRB award levels for those skills will drop from the plan, but no earlier than 30 days following the release of a NAVADMIN announcing the change. Sailors are encouraged to take advantage of SRB as soon as eligibility requirements have been met. Commands must submit SRB requests via OPINS 35 to 120 days in advance of the Sailor's EAOS or reenlistment date to ensure the approval or disapproval message will reach the Sailor's command and the Defense Finance and Accounting Service (DFAS) before the reenlistment date.

Navy Special Needs Family Liaisons

BLUF: EFMP supports the Sailor and family. Family Readiness is directly tied to mission readiness. Are you ready?

Exceptional Family Member Program liaisons are now located at the Fleet and Family Support Centers in Norfolk, Jacksonville, San Diego, Bremerton, and Washington, D.C., to increase support to Sailors and their families with special needs. By the end of October 2010, EFMP liaisons will be available to assist with information and referral at all Fleet and Family Support Centers. The Navy developed the Exceptional Family Member Program to support families with special needs and assure continuity of care. Special needs include any special medical, dental, mental health, developmental, or educational requirement, wheelchair accessibility, adaptive equipment or assistive technology devices and services. For more information visit the Navy Exceptional Family Member Program webpage:

<http://www.npc.navy.mil/CommandSupport/ExceptionalFamilyMember/>

Awesome Reserve Perk

BLUF: The Transition Assistance Program will assist you in your transition from active to reserve, while ensuring you understand your benefits.

Sailors who transition from Active duty to Reserve with no gap in service will receive TA180 - or "Temporary Assistance for 180 days" under the Transition Assistance Program. This means Sailors receive six months of medical coverage with no change in cost from when they were on active duty, with the exception of co-pays, etc., if staying within network providers. Additionally Sailors receive essentially free health care for a six-month period. Once 180 days have elapsed, Sailors can expect to pay about \$200 per month for a family, which is still a great deal in the era of expensive health care. Currently, the Navy is the only military branch that's figured out how to provide TA180 benefits for transitioning members. Advise your Sailors to take advantage! Sailors choosing not to transition to the RC as a drilling reservist, may obtain health care coverage through the Continuation Health Care Benefit Plan, or CHCBP, for up to 18 months following separation, but the cost is about \$660 a month for family coverage.

Oil Terminal Hardship Pay

BLUF: The Navy is committed to recognizing Sailors' hard work and it pays off.

Sailors serving aboard the Al Basra Oil Terminal (ABOT) living and working in tough conditions and are now designated as being assigned in a hardship duty location. This brings a monthly Hardship Duty Pay (HDP-L) of \$100, paid in accordance with U.S. Code. Sailors currently serving aboard ABOT should begin receiving the pay shortly, but the pay will not be retroactively distributed. However, this establishes the Navy's commitment to the mission and ensures our Sailors are compensated appropriately.

Special Pays for Combat Zones Will Not Change

BLUF: Additional pay could mean as much as \$680 a month, not including tax exemptions, while deployed to a combat zone.

The change from Operation Iraqi Freedom to Operation New Dawn does not affect combat and other hazardous-duty entitlements that troops serving in Iraq receive. Service members deployed to Iraq will continue to receive hostile fire/imminent danger pay, hardship-duty pay and incidental expenses at this time. Some troops will qualify for family separation allowances. Also, all pay for warrant officers and enlisted members is tax exempt, while officers are exempt from taxes for up to \$7,611.30 each month they serve in an eligible area.

For more information please visit the below web link:

<http://www.defense.gov//News/NewsArticle.aspx?ID=60679>

Overseas Call to Navy Personnel Command (NPC) Customer Service Center

BLUF: If you can't call NPC Customer Service Center, emailing them will still get you your answer.

No toll-free is available, but there are two other options: Use DSN 882-5672, or go to www.NPC.navy.mil and look under Customer Service Center (upper right); click on "contact us" and email the NPC Customer Service Center.

Safeguarding Classified National Security Information

BLUF: Remember the old saying, “Loose lips sink ships.”

Department of the Navy personnel must ensure classified National Security Information (NSI) is only shared with those who have an authorized clearance, access, need to know and only via authorized channels and systems. Activities to the contrary have the potential of placing our fellow Sailors, Marines and civilians at risk and will not be tolerated.

[ALNAV 055/10](#) reminds personnel of their responsibility to safeguard NSI commensurate with the level of classification assigned until the information is declassified by the appropriate original classification authority (OCA).

Symposium Recap

BLUF: The NSIPS ESR is the field-level entry point for service record maintenance/entries.

The Navy Counselors Association (NCA) annual symposium, held this summer in Norfolk, offered a unique opportunity for counselors stationed worldwide to establish contacts to better serve their Sailors. Discussion of the Electronic Service Record (ESR) was robust. Navy is now replacing the Enlisted Field Service Record with paperless records and many commands have already transitioned.

At career points, such as reenlistments, the ESR is cleared in the same manner as the old paper field service record was. The close out information is forwarded to Navy Personnel Command (NPC) to update the Sailor's Official Military Personnel File (OMPF). By law, the OMPF is the authoritative record that contains documents and images that reflect a Sailor's fitness for service, performance of duties and entitlements. Documents are filed in the OMPF in accordance with DoD and Navy-specific guidance. Leaders should be ahead of the bow wave with the ESR and in coaching Sailors about online tools for viewing their records.

Get into NSIPS, <https://nsips.nmci.navy.mil/>, and familiarize yourself with the system so that you can answer Sailors' questions. Periodically verify your own ESR to ensure Performance Evaluation continuity, awards, etc. It's your record and your career, take charge and move out!

Revised E-5 Promotion Recommendation Rules

BLUF: This revision will complement force-shaping tools (i.e., high-year tenure and PTS) in retaining and identifying quality Sailors to meet future requirements.

[NAVADMIN 286/10](#) announces a revision to E-5 promotion recommendation rules in an effort to more clearly define top performing Sailors. Effective with the March 15, 2011, periodic evaluations E-5 force distribution rules will change to the following:

- Early promote recommendation limit will remain at 20 percent.
- The combined early promote and must promote recommendations must not exceed 60 percent. The must promote recommendation may be increased by one for each early promote quota not used.

For additional information on this change access the FAQ at:

<http://www.npc.navy.mil/careerinfo/performanceevaluation/faq.htm>.

Navy Enlisted Warfare Qualification Programs

BLUF: The warfare device itself is a symbol that the Sailor has the basic knowledge to do the right thing at the right time for their ship, shipmate and self.

[NAVADMIN 268/10](#) announces the update to the Navy Enlisted Warfare Qualification Program instruction establishing requirements and the timeframe for initial qualification of all enlisted Sailors assigned to warfare qualifying commands.

Each warfare sponsor will establish and maintain an instruction that delineates prerequisites and formal procedures for qualification, re-qualification, disqualification and failure to qualify for their specific warfare program. Individual warfare qualification program timelines will be established by their respective warfare program sponsors not to exceed 30 months upon reporting aboard.

Change to FY11 Tuition Assistance Policy Implementing Quarterly Allocation

BLUF: To ensure TA funds remain available through the entire fiscal year, TA authorizations will now be allocated quarterly.

Effective October 1, 2010, funding for TA will be allocated quarterly based on historical usage rates and the remaining available funds. When this allocation is reached, no further TA applications will be processed for the remainder of that quarter. Unprocessed applications will be held for processing the following quarter. A Navy college office staff member will work with each Sailor to determine alternative course options should the request not be approved. For more information see [NAVADMIN 245/10](#).

Post 9/11 GI Bill Caveats

BLUF: Know the rules for Post 9/11 GI Bill transfer benefits to ensure a successful transfer.

Policy requires Sailors to transfer Post 9/11 GI Bill benefits before going on terminal leave. Transfer rights are not available to those on terminal leave. Additionally, one of the major reasons for Sailor experiencing unsuccessful transfer attempts is lack of proper obligation documentation in a Sailor's Electronic Service Record. The transfer inquiry taps into the ESR to validate reenlistment documents and a Sailors' service obligation. If it's not there, no transfer can occur. For more information visit: <http://www.qibill.va.gov/>

Navy Uniform Update – Navy Working Uniform (NWU)

BLUF: Leadership must continue to educate Sailors to comply with the requirements of procuring NWU items with the funds they have already been provided.

Current NWU component inventory indicates that Sailors have purchased an average of 1.3 uniforms, well below the four uniforms per sea bag which most Sailors have been paid to procure. Sea bag content/quantity requirements are established to ensure deployment and mission readiness. Dec. 1, 2010, remains the deadline for Sailors to have all required NWU items. By Dec. 31, 2010 COs should have verified all Sailors under their command have the required uniform allowance that each Sailor has received. For more information see [NAVADMIN 299/10](#).

Overseas Screening Discrepancies

BLUF: In FY09, total cost to the Navy for early returns due to overseas screening deficiencies was nearly \$1 million, not to mention the significant impact to families who are reassigned on short notice.

Navy Overseas Screening Program is a key component guaranteeing that proper support is available to Sailors and families stationed overseas. Commands are asked to sharpen their focus when screening Sailors for overseas service, according to [NAVADMIN 209/10](#). Medical issues account for about 50 percent of the discrepancies - and can easily result in a return to the U.S. at great expense to the Navy and the family. Other issues cited in the NAVADMIN include legal issues, indebtedness and general administrative errors.

Post Deployment Health Re-assessments

BLUF: Continued command leadership involvement is essential to ensure PDHRAs are expeditiously completed and to encourage openness and honesty without fear of career or social repercussions.

The Navy requires all returning deployed Sailors to complete a mandatory post deployment health re-assessment (PDHRA). The assessment is due six months after the Sailor returns home from an IA manpower management assignment, Global War on Terrorism support assignment or overseas contingency operation support assignment. The PDHRA is completed online and assesses the Sailor's health while providing information to military health care providers to identify present and future medical care a member may need. Sailors who are overdue on the PDHRA are prohibited from taking the PHA and risk a reported failure of the physical readiness test. See [NAVADMIN 246/10](#) for more details.

To request a retirement letter from MCPON's office:

The link below is to NPC's website where you can request a retirement letter from MCPON. Please allow eight weeks for process and delivery.
http://www.npc.navy.mil/CareerInfo/CMC_CCC/HotOffPress/Recognition/default.htm

Social Media Links of Interest

FACEBOOK:

US Navy Life: www.facebook.com/USNavyLife/

Women (re)Defined: www.facebook.com/womenredefinednavy

Healthcare: www.facebook.com/NavyHealthcare

Nuclear Propulsion: www.facebook.com/NavyNuclear

Chaplain: www.facebook.com/navychaplain

JAG: www.facebook.com/navyjag

CEC: www.facebook.com/navycivilengineer

Cryptology & Technology: www.facebook.com/navycryptologyandtechnology

EOD: www.facebook.com/NavyEOD

Air Rescue: www.facebook.com/NavyAirRescue

Navy Diver: www.facebook.com/USNavyDiver

Navy Athletes: www.facebook.com/NavyAthletes

NROTC: www.facebook.com/nrotc

Navy Reserve: www.facebook.com/navyreserve

OTHER SOCIAL NETWORKS:

Navy For Moms: www.navyformoms.com

MySpace: www.myspace.com/usnavy

Twitter (Navy News): www.twitter.com/navynews

Twitter (Navy Jobs): www.twitter.com/usnavyjobs

iTunes: www.navy.com/iphone

VIDEO/PHOTO:

YouTube: www.youtube.com/UnitedStatesNavy

Flickr (Navy Photos): www.flickr.com/photos/unitedstatesnavy