

CLASSIFICATION: UNCLASSIFIED/  
ROUTINE  
R 262040Z FEB 25 MID180001633072U  
FM CNO WASHINGTON DC  
TO NAVADMIN  
INFO CNO WASHINGTON DC  
BT  
UNCLAS  
PASS TO OFFICE CODES:  
FM CNO WASHINGTON DC//N1//  
INFO CNO WASHINGTON DC//N1//

NAVADMIN 043/25

MSGID/GENADMIN/CNO WASHINGTON DC/N1/FEB//

SUBJ/RETENTION EXCELLENCE AWARD (CORRECTED COPY)//

REF/A/PUB/BUPERS/30SEP24//  
REF/B/MSG/CNO WASHINGTON DC/211958ZDEC23//

NARR/ REF A IS BUREAU OF NAVAL PERSONNEL CAREER COUNSELOR HANDBOOK.  
REF B IS NAVADMIN 303/23, EXECUTION OF THE SELECTED RESERVE PORTION OF  
THE MILITARY SERVICE OBLIGATION.

RMKS/1. This NAVADMIN outlines the Fiscal Year (FY) 2025 retention environment, providing FY25 reenlistment rate benchmarks, Retention Excellence Award (REA), and Best in Class (BIC) criteria. Additionally, it reemphasizes the need to retain the best talent in a forward-operating and talent-rich Navy team. The changes to the REA BIC program focus on encouraging retention excellence through platform-specific retention goals and awarding one overall winner within each class in each Fleet.

2. Anchoring the Future Force. Our focus on retention must persist with determined purpose and urgency through FY25, ensuring we're ready to face any crisis or conflict now and in the future. This mission requires us to recruit and retain a robust force, putting more Sailors on the field in both the Active Component (AC) and Reserve Component (RC).

a. Comprehensive Retention Strategy. To achieve our retention goals, it is crucial for leaders at all levels to fully invest in this endeavor. This means creating and fostering an environment where Sailors are motivated and committed to remaining part of the Navy family. Leadership must innovate in their approaches, ensuring Sailors feel valued, supported, and engaged in their roles. By actively nurturing a culture of excellence and growth, we can build a resilient and dedicated force ready to meet the challenges of tomorrow.

b. Importance of Reserve Affiliation (RA). We depend on both the AC and RC to maintain Fleet readiness, and it remains a top priority. To be accredited and calculated towards the command's reenlistment rate, RA in zones B and C can occur greater than 180 days from separation, however, it must be within the same FY. RA in zone A is no longer factored due to the new military service obligation in line with reference (b).

3. FY25 Reenlistment rate benchmarks and criteria.

a. FY25 legacy and BIC reenlistment benchmarks can be found on the MyNavyHR website at <https://www.mynavyhr.navy.mil/Career-Management/Career-Counseling/>.

b. Legacy Criteria. Commands not under REA BIC category are required to meet or exceed the legacy benchmarks listed on the MyNavy HR website to be eligible for REA. The benchmarks must be met for at least two quarters or the FY overall.

c. BIC Criteria. The BIC distinction highlights commands who are optimizing principles in line with reference (a). Command and platform types identified under BIC category are required to meet their specific platform benchmarks and remain at or below the Navy's Zone A attrition benchmark to be awarded the REA and are automatically considered as a BIC contender.

Commands and platform types under BIC may not be considered for REA legacy.

Type Commands (TYCOM) will evaluate commands who meet their respective class REA criteria to determine "Best in Class". BIC recipients can be awarded based on individual Immediate Superior in Command (ISIC) or TYCOM determined metrics (e.g., COE, Command Information Program Review, Command Readiness Assessment Visit, Commercial Asset Visibility System, Regional Inspector General, or applicable administrative assessments). Echelon 3 commands will forward the finalized awardees of both REA legacy and REA/BIC categories to their respective echelon 2 command for release of the recognition message.

d. An eligible command must have a designated command career counselor and units must have a minimum of 50 cumulative Sailors in zones A, B, and C who are identified using the non-average End of Active Obligated Service inventory. This can be found on the "RET- ATT" report within the Navy retention monitoring system. The applicable echelon 2 commander will determine exceptions.

e. Computation Exceptions. Any zone that has no Sailors reaching expiration of active obligated service will have its reenlistment rate for that zone set to the minimum benchmark required for the zone, as long as the command has qualifying transactions in other zones from A through C only. Commands must have a minimum of one zone with qualifying transactions.

f. Zone A attrition percentages can be recalculated to exclude any loss transactions for a Sailor transferred from or to a command due to pending separation, medical, or legal hold.

g. Sailors separated due to "Other Medical" or "Disability" will not be counted towards the attrition benchmark and commands will utilize reference (a) to adjust computed attrition in Zone A to be submitted to their ISIC or TYCOM.

h. Requests for an Exception to Policy (ETP) of any award element in paragraph 3 must be submitted in writing via the respective ISIC or TYCOM with specific justification. ETP requests must be signed by the originating command's commanding officer.

Requests disapproved at any level will not be considered.

Disapprovals at ISIC or TYCOM level do not need to be forwarded to their respective echelon 2. ETP final approval authority resides with echelon 2 commands.

i. TYCOM and direct reporting counselors will evaluate and submit eligible commands to their respective echelon 2 commands no later than 1 December 2025.

4. Legacy REA and BIC Announcement Recognition.

a. Echelon 2 commands should announce their FY25 REA Legacy and BIC recipients following the consolidation of echelon 3 and direct reporting command submissions, no later than 31 January 2026.

b. Following the announcement message, REA/BIC awardees may fly the BIC pennant (blue, with silver anchor) and paint their anchor gold as applicable.

Legacy REA award winners and BIC contenders who meet benchmarks and are not selected for BIC distinction can fly the Retention Award pennant (gold, with blue anchor) and paint their anchor haze grey.

5. Points of Contact.

a. Deputy Chief of Naval Operations for Personnel, Manpower, and Training, Fleet Career Counselor: NCCM(SW/AW/IW) James Osborne, at (703) 604-5353/DSN 664 or via e-mail at james.r.osborne.mil@us.navy.mil.

b. U.S. Fleet Forces, Fleet Career Counselor: NCCM(SW/AW/FMF) Derek Messer, at (757) 836-7780/DSN 836 or via e-mail at derek.m.messer.mil@us.navy.mil.

c. U.S. Pacific Fleet, Fleet Career Counselor. NCCM(SW/SCW/FMF) Judith Jimenez, at (808) 474-5848/DSN 315 or via e-mail at judith.m.jimenez2.mil@us.navy.mil.

d. Naval Forces Europe and Africa, Fleet Career Counselor: NCCM(SW/AW) Lalia M. Canlas, at +39-081-568-3497/DSN 314-626-3497 or via e-mail at lalia.m.canlas.mil@us.navy.mil.

e. Fleet Engagement Team (BUPERS-3): Mr. Randy Miller, at (901) 874-2376/DSN 882 or via e-mail at randy.a.miller4.civ@us.navy.mil.

f. Enlisted Force Plans and Policy Branch (OPNAV N132): Mr. John Motichka at (703) 604-5394/DSN 664 or via e-mail at john.a.motichka.civ@us.navy.mil.

6. Released by Vice Admiral Richard J. Cheeseman, Jr., N1./

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