



NAVY PAY AND PERSONNEL SUPPORT CENTER OPS ALERT

Ser: 002-25

PROCEDURE UPDATE: PROJECT 33 RETENTION ENGAGEMENT

Release Date: 01/14/2025 Effective Date: Immediately

BLUF: Sailors within 7 months of expiration of active obligated service (EAOS) will be assigned enterprise Customer Relationship Management (eCRM)/Salesforce cases to support command and NAVPERSCOM (NPC) retention engagement efforts. The intent is to accelerate completion of administrative actions (OBLISERV) for Sailors who intend to continue their career while providing a mechanism to request NPC-targeted retention engagements for exceptional Sailors who are undecided. Additional guidance will be provided to Command Triads via NPC directed emails.

Sailor Counseling & Mentorship: Command leadership will be tasked SEPCOR via NPC emails to engage Sailors on their career intentions.

eCRM Case Management: Unit CPPAs are expected to coordinate with Command Career Counselors (CCC) to provide initial eCRM case comments for each Project 33 Retention Engagement case within 7 days. Subsequent command leadership and engagement efforts should also be documented in "Case Comments" while the case remains open. If the command identifies a Sailor for NPC-targeted retention engagement, additional context should be provided (i.e., what assignment options might help keep the Sailor in the Navy). For all cases, change the case status to "Submitted" once engagement efforts have been completed.

Command engagement should achieve 100% contact: For Sailors who have orders and have not completed OBLISERV requirements, indicate their intentions in eCRM. Sailors must complete OBLISERV requirements within 30 days of receipt of orders or explain why there is a delay (there are circumstances where delay is appropriate). Additionally, command Triads and CCCs should engage Sailors with retirement or separation orders to verify separation intentions and, if appropriate, should be identified for NPC-targeted retention engagement.

NSIPS Unit Administration Module Verification: Immediately upon receipt of this OPS Alert, CPPAs must verify their command's UIC(s) points of contact information in the Navy Standard Integrated Personnel System (NSIPS) Unit Administration module. This information will be used to distribute NPC emails to command leadership. Reference [OPS ALERT 021-24 of 5 Aug 24, NSIPS UNIT ADMINISTRATION MODULE UPDATE BY CPPA](#).

WHAT THIS MEANS TO YOU:

- ✚ **CPPA:** Ensure Command Triad and CPPA contact information is accurate in the NSIPS Unit Administration module.
- ✚ **CPPA:** Update Case Comments for all "P33" eCRM cases, and to specifically request direct engagement with those Sailors identified for NPC-targeted retention engagement.
- ✚ **CPPA:** Monitor eCRM for "P33" cases assigned to all UICs in which you manage (i.e., Sailor assigned to different UIC than CPPA).
- ✚ OPS ALERTS, PERSPAY SOPs, eCRM Case Routing Guidance ([eCRM Library](#)) and CPPA Resources can be found on the [MyNavy HR CPPA Resources Page](#).

POC:

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