



UNITED STATES MARINE CORPS
MARINE CORPS INSTALLATIONS EAST-MARINE CORPS BASE
PSC BOX 20005
CAMP LEJEUNE NC 28542-0005

Canc: September 2027

MCIEAST-MCB CAMLEJBul 1040
G-1/CarPlan

22 JUN 2026

MARINE CORPS INSTALLATIONS EAST-MARINE CORPS BASE CAMP LEJEUNE BULLETIN 1040

From: Commander
To: Distribution List

Subj: MARINE CORPS INSTALLATIONS EAST FISCAL YEAR 2027 ENLISTED RETENTION
CAMPAIGN PLAN

Ref: (a) MCO 1040.31 Enlisted Retention and Career Development Program
(b) MCO 1900.16 CH 3 Separation and Retirement Manual
(c) MARADMIN 408/19 Enlisted Active-Duty Service limits and High Year
Tenure
(d) MARADMIN 590/25 FY27 Enlisted Retention Campaign
(e) MARADMIN 594/25 Approved Selections to the FY27 Commandant's
Retention Program
(f) MARADMIN 023/26 FY27 Selective Retention Bonus Program and FY27
Broken Service Retention Bonus Program
(g) MARADMIN 190/26 Update and Extension of the Marine Corps Enlisted
Career Designation Program Pilot
(h) TFRS MSG T67728 Direct Affiliation Program RELM Processing
And Submission Guidelines
(i) TFRS MSG A67774 Active-Duty Retention and RELM Processing
Guidelines

Encl: (1) MCIEAST FY27 FTAP/STAP/DAP Population Breakdown and Missions
(2) Approved Reenlistment Decline Survey

1. Situation. This Bulletin establishes the retention efforts required for
Fiscal Year (FY) 2027 enlisted retention in accordance with references.

2. Cancellation. MCIEAST-MCB CAMLEJBul 1040 of 15 Dec 25.

3. Mission. Per reference (b), all First Term Alignment Plan (FTAP),
Subsequent Term Alignment Plan (STAP), and Senior Enlisted Alignment Plan
(SEAP) Marines with an Expiration of Active Service (EAS) and/or an
Expiration of Current Contract (ECC) between 1 October 2026 and 30 September
2027 will be given an opportunity to submit for reenlistment. During FY26 &
FY27, Marine Corps Installations East (MCIEAST) leaders will reinforce the
importance of enlisted retention programs to retain the most competitive
Marines to meet the needs of the Marine Corps.

4. Execution

a. Commander's Intent. Every career and first term Marine, regardless
of tier status or perceived competitiveness should submit for reenlistment.
Leaders at all levels must actively engage with their enlisted Marines to
ensure we retain the best and brightest for MCIEAST and the Marine Corps.

DISTRIBUTION STATEMENT A: Approved for public release; distribution is
unlimited.

22 JUN 2026

b. Concept of Operations. Per reference (a), this Bulletin provides commanders with retention missions (enclosure (1)) while reinforcing the importance of interviews, Special Duty Assignments (SDA), Type-1 Screen-able Billets, and Professional Military Education. It also establishes incentives for all Marines within MCIEAST regarding retention.

(1) Command Retention Mission (CRM). Retaining our best Marines is vital to building and sustaining our enlisted career force. The Commandant of the Marine Corps (CMC) emphasis on Force Design 2030 demands that commanders apply unrelenting attention to sustaining the force with our most qualified Marines, ensuring we retain sufficient personnel across all Primary Military Occupational Specialties (PMOS) to meet authorized end-strength requirements. To maintain the initiative prior to the release of Headquarters Marine Corps (HQMC) Memorandum 1 and the subsequent assignment of official retention missions, MCIEAST will realign internal goals to synchronize with the upcoming HQMC directive and assign commanders an interim retention mission. Accordingly, the FY27 Career Retention Mission (CRM) is assigned per enclosure (1) to focus effort on meeting FTAP, STAP, and Direct Affiliation Program (DAP) mission boat space requirements. The MCIEAST Major Subordinate Command career counselor will promulgate these interim goals to all command career counselors. If required, specific PMOS mission goals will be assigned upon the release of Memorandum 1.

(a) The FY27 Command Retention Mission (CRM) assigned to MCIEAST is:

- FTAP Mission (36%): 121 Marines
- STAP Mission (65.5%): 97 Marines
- DAP Mission (7.5%): 25 Marines

(b) Units will execute retention efforts in accordance with HQMC phase lines and ensure accurate tracking and reporting of submissions throughout the FY27 retention campaign. Submission of all FTAP requests no later than 31 August 2026, and STAP requests no later than 31 October 2026 remains directed to maximize competitiveness and available incentives.

(c) Marines electing to decline an approved reenlistment will be required to complete an Approved Reenlistment Decline Survey, enclosure (2), selecting their number one reason for declination of their request while providing valuable feed back to what could change their mind and what would have helped them to decide to stay in. This will be attached to Reenlistment, Extension, and Lateral Move accepted documents and will be tracked and reviewed by the MCIEAST career counselor's office.

(2) The Commandant's Retention Program (CRP). The Marines selected for the CRP have distinguished themselves from their peers through exceptional performance and professional competency. Throughout their enlistment, these Marines have embodied the whole Marine concept and represent the top echelon of qualified Marines within their PMOS simply put, these are the best Marines in our formations. These Marines have been announced via Marine Administrative Message (MARADMIN) on 12 December 2025 in accordance with reference (e).

(3) Commanding General's Retention Program (CGRP). The CGRP replaced the Quality Marine Identification (QMI) program in FY 2023, with the goal of allowing Commanding Generals to retain Marines with unique or exceptional talents. Unlike the QMI program, CGRP no longer required Marines to be Tier II or above or free from contract jeopardy. Marines will be able to submit a

22 JUN 2026

CGRP request once a future MARADMIN is announced opening the program for submission.

(a) Guidance

1. MCIEAST is committed to preserving the purpose and integrity of the CGRP while aligning with the objectives of Talent Management 2030. To ensure that only the most qualified Marines are recommended for additional boat spaces, the following prerequisites will be implemented within MCIEAST.

2. Any Marine who is not eligible for regular retention and would require a Commanding General's endorsement for retention outside of the CGRP, as outlined in reference (a), is not eligible to apply for the CGRP.

3. FTAP Marines will be calculated and recommended by their battalion, squadron, or installation commanders as a Tier II or above. Similarly, STAP Marines will also need to be recommended as Tier II or above for eligibility.

4. Requests for retention of less than 48 months will not be favorably endorsed.

5. MCIEAST values the recommendations of its commanders, and if a Marine is not recommended for the CGRP by their commander, the request will not be favorably endorsed.

6. Any Marine found ineligible for the CGRP under this bulletin change is required to be counseled by their immediate chain of command, career counselor, and sergeants major on available lateral move opportunities.

(4) Interviews. Each Marine has unique interests and concerns. Therefore, each Marine should have the opportunity to discuss his/her career options in a private setting with the career counselor and the commanding officer. Career counselors should ensure 100 percent of Marines with an ECC in FY27 complete their required retention interviews prior to submission of a retention request, or prior to 1 July 2026.

(a) Retention briefs were conducted between 1 December 2025 and 31 July 2026 with a target audience of all FY27 FTAP and STAP Marines. Information passed during this brief should include but is not limited to: commander and/or sergeant major opening remarks, when possible, explanation of boat spaces, reenlistment pre-requisites, waiver process, submission timeline, lateral moves, reenlistment incentives, CGRP, and Selective Retention Bonus.

(b) Professional Military Education (PME). One of the primary responsibilities of unit career counselors is to advise their commanders and leadership on aspects of retention. It is a requirement at all levels of leadership to be advising Marines on Marine Corps programs designed to increase their competitiveness and performance while keeping Marines informed of requirements, and options available to them. Career counselors will provide leadership with tools in the form of PME to aid in mentoring and guiding Marines in the process to reach their retention goals and further development.

22 JUN 2026

(5) DAP. DAP affords qualified Active Component Marines the opportunity to transition to the Reserve Component with either a Selective Marine Corps Reserve unit or Individual Mobilized Augmentee detachment following their EAS with no breaks in service.

(6) SDA. SDA are billets specifically designated by the CMC. These assignments include: Drill Instructor, Recruiter, and Marine Security Guard (MSG) Detachment Commander. SDA billets involve demanding duties that require an unusual degree of responsibility outside of any Marine's primary skill and are significant to the Marine Corps mission. CMC Manpower Management Enlisted Assignments primarily seeks qualified volunteers to fill these billets based on available vacancies.

(7) Type-1 Billets. Type-1 billets are screen-able billets that include challenging duties primarily associated with specific occupational fields. These duties may not be available to all Marines; however, may result in a significant impact to the integrity of the service or safeguarding of national assets. Type-1 billets include: MSG Watch Stander, Marine Combat Instructor, Marine Corps Security Forces Guard, Staff Noncommissioned Officer Academy Faculty Advisor or Curriculum Developer, Formal Schools Instructor, Inspector and Instructor, and Marines on Independent Duty, and duty with Marine Special Operations Command.

(8) Incentives. Incentives listed in this Bulletin are applicable to Marines in MCIEAST units only. Marines temporarily assigned to MCIEAST who reenlist while attached may take advantage of these incentives while assigned to MCIEAST. The incentives will not transfer to any other command.

(a) Unit Incentives

1. Upon reaching the unit's FTAP and STAP mission, the Commanding General (CG), will grant a 72-hour liberty period for the unit.

2. Upon completion of the FY27 retention season (30 September 2027), the unit with the highest retention percentage combined for both FTAP and STAP (reenlistments) will be authorized a special liberty period of 96-hours at the CG's discretion.

(b) Career Counselor Incentives

1. Commanders are encouraged to recognize their unit career counselors for accomplishing the retention mission for both FTAP and STAP.

2. Upon completion of the FY27 retention season, the career counselor with the highest retention percentage, combined FTAP and STAP reenlistment, will receive special recognition.

(c) Reenlistment Incentives

1. FY27 Marines and Sailors who are pre-approved and executed for reenlistment not later than 30 November 2026 and subsequently reenlist are authorized a 72-hour liberty period at the commander's discretion.

2. Requests for special liberty will be prepared through Marine-On-Line. Special liberty must be used within three months of the reenlistment date unless the unit commander determines that extenuating

22 JUN 2026

circumstances (e.g., deployment) prevented compliance with the three-month requirement.

5. Administration and Logistics. Not applicable.

6. Command and Signal

a. Command. Point of contact concerning this Bulletin is Gunnery Sergeant Andy A. Acosta at (910) 450-7105 (DSN 750) or via email at andy.acosta@usmc.mil.

b. Signal. This Bulletin is effective the date signed.

7. Cancellation Contingency. This Bulletin remains in effect until the FY28 Retention Campaign Plan is published.


G. B. PACE

DISTRIBUTION: A/B

MCIEAST FY27 FTAP/STAP/DAP POPULATION BREAKDOWN AND MISSIONS

1. An FY27 FTAP Marine is defined as a Marine on initial enlistment contract with an ECC between 1 October 2026 and 30 September 2027. Below is the MCIEAST by Military Occupational Specialties (MOS) mission.

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

Installation	Beginning Population	Aggregate Mission
H&S BN CLNC	173	60
MCAS BFT	60	22
MCAS CP	70	25
MCAS NR	24	9
MCLB ALB	8	3
<u>MCIEAST Total</u>	<u>335</u>	<u>121</u>

3. An FY27 STAP Marine is defined as a Marine on a subsequent enlistment contract with an ECC between 1 October 2026 and 30 September 2027. The rank requirement for a STAP Marine is between corporal and master gunnery sergeant with less than 18 years of service. First sergeants and sergeants major are excluded. Below is the MCIEAST by MOS mission.

4. MCIEAST has established an aggregate mission of 65.5% of starting cohort. Below is the aggregate mission breakdown for each installation.

Installation	Beginning Population	Aggregate Mission
H&S BN CLNC	55	36
MCAS BFT	38	25
MCAS CP	27	18
MCAS NR	15	10
MCLB ALB	13	8
<u>MCIEAST Total</u>	<u>148</u>	<u>97</u>

5. An FY26 DAP has been established by MCIEAST. This includes an aggregate mission of 7.5% all FTAP Marines with an EAS between 1 October 2026 and 30 September 2027. Below is the aggregate mission breakdown for each installation.

Installation	Eligible Population	Aggregate Mission
H&S BN CLNC	173	13
MCAS BFT	60	4
MCAS CP	70	5
MCAS NR	24	2
MCLB ALB	8	1
<u>MCIEAST Total</u>	<u>335</u>	<u>25</u>

Reset Form

Approved Reenlistment Decline Survey			
1. SERVICE MEMBER AND AUTHORITY INFORMATION (Print or Type)			
a. Name (Last, First, Middle Initial)	b. EDIP:	c. TFRS Reference No:	d. Authority Expiration Date:
2. BASIC REASONS FOR DECLINING REENLISTMENT AUTHORITY			
Read and Initial each item below as applicable:			
1. ☐ A feeling of stagnant career and/or promotion opportunities. 2. ☐ Command climate/leadership. 3. ☐ Continued transition has created a burden on me and/or family. 4. ☐ Better pay opportunities in civilian sector. 5. ☐ High deployment tempo. 6. ☐ Job satisfaction. 7. ☐ Lack of fulfillment of intangible benefit (e.g. pride of belonging, challenge, self-reliance, self-confidence). 8. ☐ Lack of opportunity for deployments. 9. ☐ Further education opportunities outside of the Marine Corps. 10. ☐ Quality of life (e.g. barracks conditions, housing, etc.). 11. ☐ Treatment of Junior Marines. 12. ☐ Available incentives for reenlistment do not match with my/or my family's needs (e.g. duty station vs. bonus). 13. ☐ RELM request response took too long from my initial submission and I decided to commit to alternative plans. 14. ☐ A feeling of inadequacy or inability to adapt to Marine Corps culture. 15. ☐ Submitted for reenlistment as a back-up to my primary plans to transition.			
3. ADDITIONAL COMMENTS			
Provide any additional reasons (not covered above) or expand your reason in the space provided below:			
What changes (if any) would alter your decision to decline?			
4. SERVICE MEMBER			
I understand declining this authority does not prohibit me from re-submitting for reenlistment into an open MOS at a later date.			
a. TYPED OR PRINTED NAME (Last, First, Middle Initial)	b. Rank	c. Signature	d. Date
5. CAREER PLANNER			
a. TYPED OR PRINTED NAME (Last, First, Middle Initial)	b. Rank	c. Signature	d. Date

(Rev. 07-20) Ver 2.0

Print Form