



# Army Profession Campaign

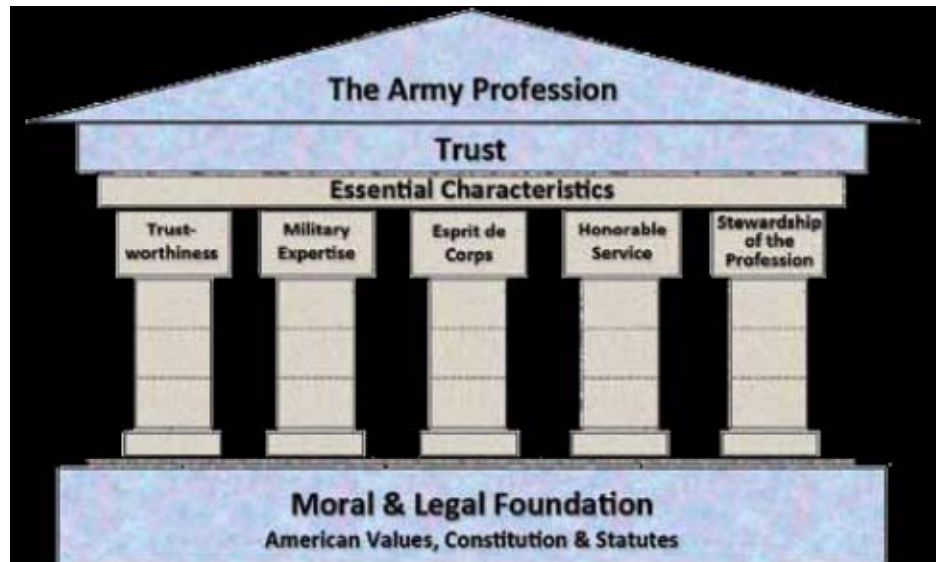
**U.S. ARMY CORPS OF ENGINEERS**

**BUILDING STRONG®**

In order to succeed as an Army, it is vital that we gain a better understanding of how a decade of war has affected us both personally and professionally.

**Purpose:** To provide information on the Army Profession Campaign and describe actions we are taking to improve our profession.

**Background:** The Army Profession study was conducted from 1 January 2011 through 31 December 2011. According to the Army Profession (AP) Campaign Annual Report (April 2012), the Army's professional health remains solid. The year-long study assessed how the last decade of war has affected the Army as an institution and its members as professionals through the examinations of policies, programs, studies, surveys, and Army-wide dialogue about what it means to be a member of the Army profession. More than 40,000 Army professionals provided feedback during the study. The Army's strength will continue to rest on our values, our ethos, and our people. The Army Profession Campaign identified six essential traits that distinguish the U.S. Army as a Profession and serve as institutional and individual touchstones to guide the Profession through time, contingency, and transition. These essential characteristics are trust of the American people, internal trustworthiness, military expertise, esprit de corps, honorable service, and stewardship of the Profession.



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## Facts:

- The Army Profession has two components: Profession of Arms (Uniformed members) and Army Civilian Corps (Non-uniformed members).
- Membership as an aspiring Professional is conferred upon taking the oath of service.
- Current requirements: Incorporate training into Officer Professional Development (OPD) and Non-Commissioned Officer Professional Development (NCOPD).
- Future requirements: Conduct Profession and Ethics training to uniformed service members and Department of the Army Civilians by individuals certified as Army Profession and Ethics Trainers (APETs).
- Current USACE initiatives include: development of Strategic Communication Plan, incorporating as learning source in USACE Leadership Development Programs, factsheet, informational discussions at internal meetings and workshops, webinars, Facebook updates, USACE internet and intranet pages, and incorporating as topic in training and development programs.
- For more information visit the following website: <http://cape.army.mil/armyprofession.html>.

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