



DEPARTMENT OF THE NAVY
COMMANDER NAVY RESERVE FORCE
1915 FORRESTAL DRIVE
NORFOLK, VIRGINIA 23551-4615

COMNAVRESFORINST 5726.3

N01

27 SEP 2010

COMNAVRESFOR INSTRUCTION 5726.3

Subj: NAVY RESERVE EMPLOYER ENGAGEMENT PLAN

Ref: (a) OPNAVINST 5726.8
(b) DoD Directive 1250.01 of 23 April 2007
(c) DoD Instruction 1205.22 of 17 March 1997

1. Purpose. To establish policy, responsibilities, and authority to implement and execute a dynamic Navy Reserve Employer Engagement Plan (NREEP) in support of reference (a) and as a complement to the programs of the National Committee for Employer Support of the Guard and Reserve (NCESGR) as established and administered by references (b) and (c).

2. Background. The Navy Reserve enjoys unprecedented levels of employer support. Continued employer support is essential to the ability of Navy Reserve Sailors to serve, maintain their readiness level, and accomplish Navy missions. Our challenge is to continue to nurture, foster, and where possible, enhance current levels of employer support. This program will encourage innovation, add process value, and cultivate new ideas while rewarding excellence in employer engagement efforts throughout the Reserve Force.

3. Discussion

a. Civilian employers play a major role in the readiness and well-being of our Reserve Component (RC) Sailors. Whether a small business, large corporation, government agency, or self-employed enterprise, employers enable our Navy Reserve Sailors to serve the Navy and our Nation. We, as a Force, must never take this support for granted.

b. Navy Reserve leadership at all levels plays a critical role in building positive Navy-Employer relationships. Accordingly, we will actively listen to employers in order to continuously learn what motivates them and we will act upon what we learn. We will do everything possible to ensure employer support becomes and remains an organizational core value and strength.

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c. To that end, this plan establishes four desired outcomes:

(1) Fully informed and engaged employers who value and support military service, Navy Reserve Sailors, and their families.

(2) A Navy Reserve Force (Selected Reserves and Full-Time Support) that fully values and nurtures employer support across all segments of civilian employment (including: large corporations, small businesses, self-employed enterprises, first responders, private industry, government agencies, and non-profit organizations).

(3) Enhanced communication between Navy leadership, Navy Reserve Sailors, and employers to improve employer understanding and support for the important role Navy Reserve employees fulfill while performing real and meaningful work in support of Navy missions and the challenges they face while performing that work.

(4) Peer employees and direct supervisors who fully support their fellow workers who serve as Navy Reservists.

4. Responsibilities

a. The Office of the Chief of Navy Reserve (OCNR/OPNAV N095) shall collaborate with the NCESGR, Office of the Secretary of Defense, Department of the Navy, and Chief of Naval Operations on matters relating to this plan. Additionally, OCNR/OPNAV N095 shall establish and provide Commander, Navy Reserve Force (COMNAVRESFOR) a plan for employer engagements which involves the Chief of Navy Reserve, Deputy Chief of Navy Reserve, and Navy Reserve Force Master Chief.

b. COMNAVRESFOR, Commander, Navy Reserve Forces Command (COMNAVRESFORCOM), and Commander, Naval Air Force Reserve (COMNAVAIRFORES) shall establish and oversee the execution of plans which develop, grow, and rewards excellence in employer engagement achievement.

5. Action

a. OCNR/OPNAV N095 shall:

(1) Coordinate with the NCESGR to develop policies, establish guidance, obtain technical assistance, provide

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consultation, and resources necessary to implement and promote employer support programs in support of reference (b) as necessary.

(2) Engage with Chief Executive Officers of major corporations in support of Navy Reserve Strategic Communications goals.

(3) Execute those elements of the Navy Reserve Employer Engagement Plan involving the Chief of Navy Reserve, Deputy Chief of Navy Reserve, and Navy Reserve Force Master Chief.

b. COMNAVRESFOR, COMNAVRESFORCOM, and COMNAVAIRFORES shall:

(1) Establish and execute the daily operations of the Navy Reserve Employer Engagement Plan.

(2) Support and guide Echelon IV and V commands as they engage in outreach and mentoring opportunities, engage key employers, and develop metrics for gathering data.

(3) Address, identify, and manage funding for RC outreach efforts.

(4) Develop an NREEP strategic communications plan utilizing all available resources (e.g., TNR, "Ready Now!" newsletter, and RC Communicator).

(5) Ensure the collection and sharing of best practices pertaining to employer outreach strategies.

(6) Establish and actively maintain a program to recognize those Navy Reserve commands demonstrating excellence in civilian employer outreach participation and support.

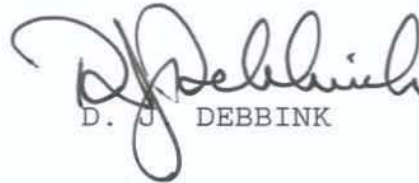
(7) Foster routinely occurring, multi-level engagements between Navy Reserve leaders, and employer counterparts which build mutual awareness and support.

(8) Develop "Tone of the Force" metrics and "Dashboard Indicators" which provide actionable trends and forecasts regarding the health of employer support for Navy Reserve Sailors.

(9) Track and report RC employer outreach participation as required by reference (a).

(10) Coordinate "Leaders to Sea" embarks in support of reference (a).

6. Civilian employers enable our Navy Reserve Sailors to serve America on a part-time basis, ready for full-time duty when called, and return to work once service is complete. As valued employers for the outstanding Americans who serve in the United States Navy Reserve, they also serve. By actively engaging and maintaining their support, we can live up to our Navy Reserve motto: "Ready Now. Anytime, Anywhere."



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