

M&RA creates opportunities, advocates for customers, and leverages resources in order to create a Human Capital Enterprise that enables a Ready Total Force.

In September 2016, I established a new effort focused on positive engagements between American citizens and the military. These interactions allow our citizens to better know who we are, what we do, and the values we stand for. To face tomorrow's National security challenges, our military must strive to become more reflective of the society we serve, both geographically and demographically. We must connect with future generations through a variety of programs and initiatives, from volunteering to educate elementary school students in science, technology, engineering and mathematics to guiding youth in their leadership journey. In an era where the civil-military gap is widening, we must unite communities and create opportunities for innovative partnerships. I am pleased to present this vision to leverage existing external outreach programs to drive a Human Capital Enterprise that enables a Ready Total Force.



The Honorable
Todd A. Weiler

A blue ink handwritten signature of Todd A. Weiler.

Assistant Secretary of
Defense for Manpower
& Reserve Affairs

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<http://www.people.mil/>



CREATING OPPORTUNITIES
FOR **AMERICAN
CITIZENS**
TO **CONNECT**
WITH THE **MILITARY**

M&RA

NATIONAL INTERESTS • DoD PRIORITIES



HUMAN CAPITAL ENTERPRISE

FIND NEW PONDS
Capacity of Society

SEED NEW PONDS
Propensity to Serve

FISH NEW PONDS
Commit to Serve

ENGAGE
in collaboration
INSPIRE
a spirit of service
INFORM
the public
CONNECT
to communities

Future Program

Future Program

DoD
STARBASE

JROTC

National
Guard Youth
ChalleNGe
Program

Innovative
Readiness
Training

Future Program

Future Program

SECURITY • PROSPERITY OF AMERICAN COMMUNITIES • STRENGTHENING DEMOCRACY • PARTNERSHIP CAPACITY • INSPIRING YOUTH