

**STATE OF OHIO
ADJUTANT GENERAL'S DEPARTMENT
2825 West Dublin Granville Road
Columbus, Ohio 43235-2789**

NGOH-PEZ

7 July 2023

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: OHPPOM (#23-006) State Fiscal Year 2024 (SFY24) Ohio National Guard Leads to Enlistment State Incentives Program (Bucks for Buckeyes) Payment Amounts (Effective: 1 July 2023-30 June 2024 or until rescinded)

1. Reference: Ohio National Guard (OHNG) Leads to Enlistment State Incentives Program (Bucks for Buckeyes) Policy, 1 July 2024

2. Purpose: Provide additional information on processing leads, innovation initiative board procedures, and prescribe payment amounts for:

(1) Qualifying leads that result in the enlistment of the applicant into the Ohio National Guard (Army or Air) and the recruit successfully ships to Initial Military Training (IMT) or in the case of an SMP cadet or prior service enlistment reports to their unit of assignment.

(2) Lead Innovation Initiative Awards approved by the OHNG Innovation Initiative Awards Board.

3. Background: To generate quality leads to improve recruiting efforts to increase accession rates by engaging current and retired members of the OHNG, the OHNG Leads to Enlistment State Incentives Program was established. The governing policy authorizes eligible Soldiers, Airmen, current state employees of the Adjutant General's Department (ADJ), and OHNG retirees to receive monetary compensation when a lead they provided enlist into the Ohio Army National Guard (OHARNG) or Ohio Air National Guard (OHANG) and then subsequently ships to Initial Military Training (IMT). The policy also authorizes eligible persons to receive a monetary award for the submission of an innovative idea that results in increased participation in the program and improved lead to enlistment conversion rate.

4. SFY24 Payment Amount:

a. Recruiting Assistant Incentive: \$2,000 for each qualifying lead that results in an enlistment and successful arrival at IMT station (or the SMP cadet or prior service enlistee reports to their unit of assignment).

b. Leads Innovation Initiative Award (Award): \$1,000 for each innovative idea approved by the Innovation Initiative Awards Board.

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c. Maximum Program Authorizations: In SFY24, the OHNG payments under this program will not exceed \$500,000 in State FY24.

5. Leads will be submitted and processed as follows:

a. Ohio Army National Guard Leads: Soldiers, Airmen, current state employees of the Adjutant Generals Department, and retirees (recruiting assistants) will submit leads on the OHARNG APP. Upon receipt of the lead in the OHARNG App, a recruiter will contact the recruiting assistant to initiate completion of the "Assistant Agreement Form" (Enclosure 1).

b. Ohio Air National Guard Leads: OHNG Airmen will submit leads directly to their respective Wing Flight Chief. OHARNG Soldiers, current state employees of the Adjutant General's Department, and retirees will submit leads to the JFHQ Recruiting Superintendent, MSgt Nick Alexander at nicholas.alexander.3@us.af.mil. OHANG Leads will be initiated using the "Assistant Agreement Form" (Enclosure 1).

c. A control number will be assigned to the Assistant Agreement when the applicant ships to IMT (or when a prior service enlistment or SMP cadet reports to his/her duty station) or when a Leads Innovation Initiative award is approved by the Awards Board. The respective recruiting organizations are responsible for requesting control numbers from the J1. Contact Ms. Julie Blike at Julie.a.blike.civ@army.mil or 614-209-0934 for a control number.

d. The J1 Deputy will be responsible for assigning control numbers and managing commitments and obligations in conjunction with the State Finance Office. The J1 will maintain a Bucks for Buckeyes control number log and forward approved Agreement forms, Payment and Direct Deposit Forms (Enclosure 2), and Innovation Awards to the State Finance Office for payment.

6. Leads Innovation Initiative Award Board (Awards Board) FY24 Procedures:

a. The J1 will serve as the President of the Board.

b. Award submissions will be routed through each services' senior recruiting office (OHARNG RR BN CDR or OHANG Recruiting Superintendent) NLT 5 business days before an awards board is convened. Ideas will be submitted to the board using the Innovation Initiative Ideas Submission Form (Enclosure 3).

c. State FY24 awards board will be held quarterly starting the second quarter of the State fiscal year (October 5, 2023; January 4, 2024; and April 4, 2024). The President of the Board may adjust dates or convene additional boards if circumstances require.

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6. Point of contact for this memorandum is Julie Blike, Deputy G1 at Julie.a.blike.civ@army.mil or 614-209-0934.

3 Encls:

1. Assistant Agreement Form
2. Payment and Direct Deposit Form
3. Innovative Idea Submission Form

J. SY GLADDEN
COL, GS, OHARNG
Deputy Chief of Staff for Personnel/J1

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