



# Uniformed Services University Brigade INSTRUCTION

NUMBER 1348.03

February 10, 2012

---

---

BDE

SUBJECT: Uniformed Services University (USU) Service Member of the Year Program

- References: (a) Presidential Policy Memo 009-2011, "Office of the Secretary of Defense Senior and Junior Enlisted Members of the Year," dated 19 September 2011  
(b) Washington Headquarters Service Administrative Instruction Number 82, "Office of the Secretary of Defense (OSD) Senior and Junior Enlisted Members of the Year," dated December 22, 2006

A. PURPOSE. To provide guidance and procedures for nominations and selections of Service Member of the Quarter (SMOQ), Service Member of the Year (SMOY) and Senior Leader of the Year (SLOY).

B. APPLICABILITY. Applicable to only enlisted military personnel with direct order of assignment to the USU Brigade.

C. DISCUSSION. Two Service Member of the Quarter/Year awards exist within the USU; Service Member of the Quarter/Year (SMOQ/SMOY) for E-6 and below, and Senior Leader of the Year (SLOY) for E-7 to E-9. The SMOQ/SMOY, and SLOY, recognize the very best all around enlisted service members. Sustained superior performance, leadership, self-improvement, command and community involvement, military bearing and appearance are all key facets of the best all around service members. The Brigade Commander will select the USU SMOQ/SMOY, and SLOY in January, March, June, October, and December of each calendar year.

D. RESPONSIBILITIES.

1. Brigade Senior Enlisted Leader (SEL). Responsible for the successful operation, administration, and integrity of this program. Duties include, but are not limited to:

- (a) Chair the SMOY board, and designate the President of the 4 SMOQ boards.
- (b) Solicit nominations and screen all nomination packages for SLOY.

- (c) Arrange a time and place to hold selection boards for SLOY.
- 2. Brigade Adjutant. The Brigade Adjutant shall:
  - (a) Arrange a time and place to hold selection boards for SMOQ/SMOY.
  - (b) Ensure packages are formatted correctly for SMOQ/SMOY boards.
  - (d) Prepare all Certificates, Flag Letters of Commendation, and Medals.
- 3. President, SMOQ/SMOY Board. President of the SMOQ/SMOY board shall:
  - (a) Shall ensure procedures in enclosure (1) are adhered to.
  - (b) Shall ensure board members utilize enclosure (2).
  - (c) Shall provide the Brigade Adjutant enclosure (3) within 1 working day of completion of board.
- 4. Command Master at Arms (CMAA). CMAA shall provide SMOQ and SMOY their monthly/yearly parking passes and ensure proper transfer between selectees.
- 5. Nominating Officials. Nominating officials shall utilize enclosure (4) for nominating personnel for SMOQ/SMOY/SLOY boards.

E. ELIGIBILITY. These programs are available to all enlisted service members assigned or attached to USU.

F. SELECTION CRITERIA. All nominees for SMOQ, SMOY, and SLOY must meet the following criteria:

- 1. Be permanently assigned to USU for the nomination period, and be able to be physically present for all boards.
- 2. Meet their respective service physical fitness and weight standards.
- 3. Have no non-judicial punishment during the award period.

G. SELECTION FACTORS. The convening board will be selected by the SEL and will be comprised of the following:

- 1. SMOQ – Chairperson shall be an E-7, with an E-7 representative from each service to complete the makeup of the board.

2. SMOY - Chairperson shall be the SEL, with the three Service SELs to complete the makeup of the board.

3. SLOY – Record review only board will be convened consisting of the Brigade Senior Enlisted Leader, Brigade Executive Officer and the Brigade Commander.

4. The convening board will consider, but not restricted to, the following factors as observed during the past quarter or year:

- (a) Leadership
- (b) Job Performance
- (c) Command Involvement
- (d) Significant Self-Improvement
- (e) Leadership Qualities in the Community (Civilian and Military Activities)
- (f) Other Accomplishments

H. RECOGNITION. Recognition for selection as the SMOQ, SMOY, and SLOY will be as follows:

1. SMOQ

- (a) Flag Letter of Commendation from President, USU.
- (b) 72 hour-liberty pass.
- (c) Reserved parking space for the quarter.
- (d) Photo displayed throughout University.

2. SMOY

- (a) Joint Service Achievement Medal.
- (b) 96 hour-liberty pass.
- (c) Commander & President's Coin
- (d) Reserved parking space for one year.

(e) Photo displayed throughout University.

(f) Shall represent the Brigade as the Sergeant-at-Arms at annual commencement ceremony.

(g) Per reference (a), member will be submitted for further competition for OSD Junior Enlisted Member of the Year, in accordance with reference (b).

3. SLOY

(a) Joint Service Achievement Medal.

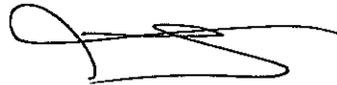
(b) 96 hour-liberty pass.

(c) Photo displayed throughout University.

(d) Commander & President's Coin.

(e) Per reference (a), member will be submitted for further competition for OSD Senior Enlisted Member of the Year, in accordance with reference (b).

I. EFFECTIVE DATE. This Instruction is effective immediately.



Tanis M. Batsel Stewart  
CAPT, MC, USN  
Brigade Commander

Enclosures:

1. Board Procedures
2. Board Member Score Sheet
3. Board President Tally Sheet
4. Nomination for Award

## ENCLOSURE 1

### BOARD PROCEDURES

#### I. REPORTING OF NOMINEES.

Nominees will knock 3 times, and await response from President of the Board. Upon nominee's arrival in front of Board President, will report as such, "Sergeant Smith, reporting as ordered to the Service Member of the Quarter/Year Board".

#### II. BOARD QUESTIONS.

(1) Each board member will ask three to five questions.

(2) Questions should be reasoned, thought provoking, and designed to assess the nominee's ability to organize thoughts and articulate a response.

(3) Questions may be posed as leadership challenges scenario-based situations and how the nominee would react/respond.

(4) Questions should include military customs and courtesies, and general knowledge required to obtain the nominee's accurate and articulate response.

(5) Questions may be posed from current national/world events, general knowledge required to obtain the nominee's reasoned, thoughtful, and articulate response.

#### III. EVALUATION OF NOMINEES.

Effective evaluation of the written nomination requires a detailed thought process. It is challenging to review nomination packages and determine who is the "Best of the Best." Each board member must remember that it is not the writer, but the accomplishment of the nominee which makes the difference. Strong emphasis must be on initiative, achievement, and impact, not writing style.

There are only five main categories that will be scored. Each line will be evaluated on its own merit. Board Members have the opportunity to award maximum points to each section and can score each category using whole point increments.

(1) Leadership and Primary/Collateral Duty Performance, and Command Involvement. The individual's primary duty accomplishments are the most important element of the award nomination package. This is the most difficult section to score, because everyone does an outstanding job in his/her area of expertise. Below are guidelines to assist Board Members in differentiating the impact on the mission and leadership role.

(a) Innovative methods/programs developed, designed, implemented, and impact.

(b) Process Improvement -cost saving, percentage improved or reduced.

- (c) Superior leadership or management skills and accomplishments.
- (d) Quantifications and results.
- (e) Key additional duties with significant impact.
- (f) Working groups, committee chair/member, project officer.
- (g) Special Contributions. The primary focus on this is the individual's special contributions and how it benefited the command and/or individual.

(2) Significant Self-Improvement. The primary focus of this section is the individual's professional and personal development and how it benefits the respective service. The key factors to this category are answering the COMMITMENT LEVEL and PERSONAL SACRIFICE. How much more for off-duty and military education did they attain than their peers?

- (a) Off-duty Education -College (in-residence, online, correspondence, etc.).
- (b) Professional Military Education (specific progress, attendance or completion).
- (c) Upgrade Training (formal training courses, etc.).
- (d) Advanced career field or Military Occupational Specialty/Navy Enlisted Classification/Air Force Specialty Code specialty training.
- (e) Conferences/Symposiums related to job or career field/specialty-how the nominee used information to improve processes, mission impact, etc.

(3) Leadership Qualities in Community Involvement. This section rounds out the whole person concept. The individual's COMMITMENT LEVEL and PERSONAL SACRIFICE are the key factors in evaluating this section. How much time and effort was involved? What was the amount of time committed to the achievement and the frequency? Did the member participate or lead the effort?

- (a) Involvement in professional organizations.
- (b) Key leadership position on executive council coupled by the achievement or results.
- (c) Color Guard and sustained participation.
- (d) Leadership position or role in the community.
- (e) Special Olympics, Boy Scouts, Big Brother/Sister, etc. (number of hours, frequency, etc.).
- (f) Coaching sporting teams (unit teams, adult or youth programs, etc.).

(g) Participating in major community ceremonies as unit member, retirements, POW/MIA vigil, retreat, marching in parades in uniform, etc.

(4) Military Bearing and Appearance. The primary purpose of this section is to evaluate the nominee's dress and appearance, and military bearing.

- (a) Uniform: cleaned, pressed and proper fitting.
- (b) Accouterments properly placed on uniform.
- (c) Jewelry: not more than 2 rings, correct earrings, no visible necklace, etc.
- (d) Decorations: ribbons in proper order, clean/serviceable condition.
- (e) Hair: appropriate style, length, color, approved ornamentation.
- (f) Reporting: appropriate introduction.
- (g) Appropriate facing movements.

(5) Boardsmanship and Questions. This section focuses on oral expression, and articulation of responses. Additionally, the interview will assist Board Members in assessing the nominee's ability to represent the USU Brigade at various command and community functions. This is a very subjective area for Board Members to evaluate; however, the evaluation must be based on the Service member's military standards. Items to consider:

- (a) Posture.
- (b) Pronunciation! Annunciation.
- (c) Eye contact: direct and impartial.
- (d) Demonstrates ability to organize thoughts.
- (e) Speech: appropriate rate, pitch, volume.
- (f) Non-verbal; appropriate use of facial expressions, gestures.

ENCLOSURE 2

BOARD MEMBER SCORE SHEET

<b>EVALUATION CRITERIA</b>								
<b>AREA 1. LEADERSHIP, JOB PERFORMANCE AND COMMAND INVOLVEMENT: MAXIMUM 25 POINTS.</b> The nominee's leadership and job performance, including the development of new techniques, must contribute significantly to increased mission effectiveness during the award period, or intangibly to the military.								
<b>AREA 2. SIGNIFICANT SELF-IMPROVEMENT: MAXIMUM 10 POINTS.</b> Demonstrated improvement through military or civilian education, achievements in professional or cultural societies or associations, or development of creative abilities.								
<b>AREA 3. LEADERSHIP QUALITIES IN COMMUNITY (CIVILIAN, SOCIAL AND CULTURAL ACTIVITIES): MAXIMUM 5 POINTS</b> The nominee must contribute tangibly to the civilian community's morale or welfare during the award period.								
<b>AREA 4. MILITARY BEARING AND APPEARANCE: MAXIMUM 10 POINTS.</b> Compliance with dress code, appearance standards, and facing movements. (Collaborate on grading).								
<b>AREA 5. BOARDSMANSHIP AND QUESTIONS: MAXIMUM 50 POINTS &amp; QUESTIONS SCORE</b> Poise, and communicative skills, each board member will ask three questions, one question may be opinionated. References listed on attachment 7. Questions will cover Military Justice and the UCMJ, Customs and Courtesies, American Flag, Chain of Command (DoD, USU, service-specific), Select Sister Service Military Knowledge, and Current Events. Board members will collaborate on questions; right/wrong questions will be scored as a panel.								
Well Above Average = highest number Well Below Average = zero								
<b>SCORES</b>								
NOMINEE'S RANK AND NAME	Area 1 Max 25	Area 2 Max 10	Area 3 Max 5	Area 4 Max 10	Area 5 Max 50	Total Max 100		
<b>BOARD MEMBER IDENTIFICATION DATA</b>								
Printed Name		Signature				Date		

ENCLOSURE 3

BOARD PRESIDENT TALLY SHEET

Nominee's Rank and Name	Board Member	Area 1	Area 2	Area 3	Area 4	Area 5	Subtotal
<b>Total:</b>							

Nominee's Rank and Name	Board Member	Area 1	Area 2	Area 3	Area 4	Area 5	Subtotal
<b>Total:</b>							

Nominee's Rank and Name	Board Member	Area 1	Area 2	Area 3	Area 4	Area 5	Subtotal
<b>Total:</b>							

The Board Recommends

---

Signature Block  
 President, SMOQ/SMOY Board

ENCLOSURE 4

NOMINATION FOR AWARD

Month DD, YYYY

MEMORANDUM FOR BRIGADE COMMANDER, UNIFORMED SERVICES  
UNIVERSITY OF THE HEALTH SCIENCES (USU)

THROUGH: BRIGADE ADJUTANT, USU  
BRIGADE SENIOR ENLISTED LEADER, USU  
BRIGADE EXECUTIVE OFFICER, USU

SUBJECT: Service Member of the Quarter/Year, CY 20XX 1<sup>st</sup>/2<sup>nd</sup>/3<sup>rd</sup>/4<sup>th</sup> Quarter  
Nomination ICO Rank/Rate FName MI LName

References: (a) Washington Headquarters Service Administrative Instruction Number 82, "OSD Senior and Junior Enlisted Members of the Year," dated December 22, 2006  
(b) USU Brigade Instruction 1348.03, "Uniformed Services University (USU) Service Member of the Year Program

1. NAME AND RANK. (Indicate if on Promotion Selection List)
2. DATE ASSIGNED.
3. DATE OF EXPIRATION OF ENLISTMENT.
4. MILITARY EDUCATION.
5. CIVILIAN EDUCATION.
6. RIBBONS AUTHORIZED FOR WEAR ON UNIFORM
6. JOB TITLE AND BRIEF DESCRIPTION OF DUTIES.
7. BRIEF DESCRIPTION OF JOB PERFORMANCE AND REASONS FOR NOMINATION.
  - a. How duty performance has been exemplary.
  - b. How the member has improved productivity or reduced costs, if applicable.
8. THE MEMBER'S CONTRIBUTION TO HIS OR HER COMMUNITY THAT REFLECTS POSITIVELY ON THE DEPARTMENT OF DEFENSE.
9. Point of contact for this matter is \_\_\_\_\_ who can be reached at (XXX) XXX-XXXX, or via email at \_\_\_\_\_@usuhs.mil

SIGNATURE BLOCK