



DEPARTMENT OF THE NAVY  
HEADQUARTERS UNITED STATES MARINE CORPS  
2 NAVY ANNEX  
WASHINGTON, DC 20380-1775

IN REPLY REFER TO  
CMC-MP

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WHITE LETTER NO. 01-03

From: Commandant of the Marine Corps  
To: All General Officers  
All Commanding Officers  
All Officers in Charge

Subj: CIVILIAN MARINES - CIVILIAN WORKFORCE CAMPAIGN PLAN

1. People are our most important asset. Recognizing this our 32<sup>nd</sup> Commandant charged the Deputy Commandant for Manpower and Reserve Affairs and the Corps' Senior Executives with developing a means to significantly enhance the management of our Civilian Marine workforce and make the Marine Corps the "employer of choice" for those seeking challenging and rewarding careers. The Civilian Workforce Campaign Plan is a result of this effort. This Campaign Plan provides the important framework to strengthen all aspects of the Civilian Marine work life cycle.

2. While the Campaign Plan is published, hard work must continue. Specific supporting plans must be developed, implementing policies and programs must be created, and effective execution must occur. This will take time and involve deliberate action; however, we will accomplish these critical tasks to properly mature the programs for our Civilian Marines. As the leaders of the Marine Corps, your knowledge of the Campaign Plan, personal commitment to its stated goals, and active involvement in its execution are critical to achieving these important objectives.

3. Provided below are my guiding tenets as we implement the Campaign Plan.

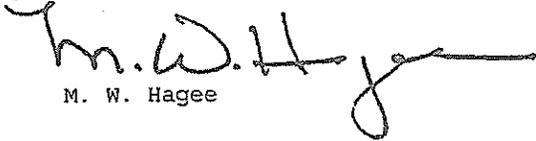
a. We are fully committed to all members of our team - Uniformed and Civilian Marines.

b. All team members will embrace our core values - honor, courage, and commitment.

c. Our programs will support and sustain the highest level of performance across the work life cycle - recruitment through to retirement.

d. There will be structure and opportunity for all to compete and maximize their professional potential - supporting the Marine Corps mission and considering personal goals.

4. Actions to fully implement this Campaign Plan for our Civilian Marines will span my tour as Commandant. I need your dedicated efforts and talent to ensure successful execution and the proper work environment, which, I am confident, will lead us to be the "employer of choice." Our Civilian Marines are critical to continued success of the Marine Corps team. Our programs and structure must support the value proposition that we offer - "Support our Marines. Be part of the Team." Semper Fidelis.

  
M. W. Hagee