

## ART 5.7.1.6 FACILITATE PUBLIC ENGAGEMENT

Public engagement impacts the Army’s morale and America’s support to the Army. These engagements help Army leaders and commanders build and sustain the relationships that generate support for the Army. Effective engagement programs build partnerships and help project the Army as a valuable and productive career for America’s youth, thus enhancing the Army’s ability to attract and retain quality Soldiers. Communities can provide the Army access to resources needed to train and maintain readiness as well as extend support to the families of deployed Soldiers. In overseas operations, public engagement is a shared task with civil affairs. (FM 46-1) (OCPA)

NO.	Scale	Measure
01	Yes/No	Public engagement program supported unit mission accomplishment.
02	Yes/No	The staff researched local customs, laws, and policies concerning presence of media and included this research in planning.

### Supporting Collective Tasks:

Task No.	Title	Proponent	Echelon