

ART 5.7.3 CONDUCT SOLDIER AND LEADER ENGAGEMENT

Units that perform this task broadly describe interactions that take place between Soldiers and leaders among audiences in the area of operations. Soldier and leader engagements can take place as impromptu face-to-face encounters on the street or in a deliberately scheduled meeting. They also can be facilitated by other means, such as telephone calls or a video teleconference. These engagements serve to build relationships, inform an audience by providing relevant information, or influence them in a manner that supports objectives. These interactions should be as deliberate as possible; however, not all engagements are planned. (USACAC)

NO.	Scale	Measure
01	Yes/No	Soldiers and leaders were prepared to conduct engagements and were familiar with the unit narrative (themes and messages), their scope of expertise, media personality profile, and regulations concerning interviews.
02	Yes/No	Unit advised Soldiers and leaders, Army civilians, and U.S. contractor personnel of the inevitability of media presence during military operations.
03	Yes/No	Unit briefed Soldiers and leaders, Army civilians, and U.S. contractor personnel and they acknowledged the scope of releasable information during an engagement.
04	Yes/No	The commander ensured the media received maximum unrestricted disclosure of unclassified information in accordance with operations security guidance.
05	Yes/No	Units constructed and maintained engagement worksheets for each engagement.
06	Yes/No	Unit conducted an after action review to assess outcomes of Soldier and leader engagements and integrated them into future engagements.
07	Yes/No	Unit identified local key decisionmakers and audiences important to mission success and to achieving the commander's intent.
08	Percent	Of military leaders, Soldiers, Army civilians, and U.S. contractor personnel involved in engagements

		coordinated across staffs.
09	Percent	Of identified local key decisionmakers and audiences important to mission success and achieving the commander's objectives engaged by Soldiers and leaders.
10	Percent	Of military leaders, Soldiers, Army civilians, and U.S. contractor personnel involved in engagements who successfully delivered a unit narrative.
11	Time	Taken to issue friendly messages in response to crisis communications needs versus adversary's propaganda timeline.
12	Time	To follow up on commitments made during engagement.

Supporting Collective Tasks:

Task No.	Title	Proponent	Echelon
71-8-0017	Develop and Maintain Inform and Influence Activities (IIA) Running Estimates (Battalion - Corps)	71 - Combined Arms (Collective)	Corps
71-8-5336	Facilitate Media Operations (Division and Above)	71 - Combined Arms (Collective)	Corps
71-9-5311	Coordinate Soldier and Leader Engagement (Brigade - Corps)	71 - Combined Arms (Collective)	Echelons Above Corps