Redesigned Navy College Program Web site allows SMART access

By Susan Lawson,
Center for Personal and Professional Development Public Affairs

The Center for Personal and Professional Development (CPPD) and the Navy's Voluntary Education (VOLED) Program launched the newly redesigned Navy College Program (NCP) Web site Oct. 6.

The NCP site: https://www.navycollege.navy.mil/, features several new enhancements to its Web-based tuition assistance (WebTA) application and also provides access to Sailor/Marine Ace Registry Transcript (SMART) records.

"Though we've provided access to WebTA in the past, our new Web site, unlike its older version, allows Sailors to complete all steps in the tuition assistance and education planning process online," said Mary Redd-Clary, VOLED program director.

"In the past, Sailors could start the TA (tuition assistance) application process, but were then required to circulate a printed copy for review and approval through the chain of command. Now, Sailors and Marines can complete the entire process virtually, and the final step is the paper-based submission, in person or via fax, to one of the Navy's 52 Navy College Offices (NCO) for completion," said Redd-Clary.

Additional NCP Web site updates have been made in the form of portals to ensure the most comprehensive access to and support of Sailors educational counseling and planning.

The redesigned site includes tools required for Sailors to develop an interactive education plan with direct support from NCO counselors.

In addition to WebTA and SMART records access, this portal will also allow Sailors to search degree plans based on their ratings. These degree plans are offered through partner schools from the Navy College Program Distance Learning Partnership (NCPDLP).

The NCP Web site has also incorporated an NCO portal, dubbed My Ed Office, which will allow counselors to access their NCPDLP partner schools' degree plans.

"This capability and reach-back mechanism will directly support the most efficient, timely and up-to-date information needed to develop Sailors' education plans," said Redd-Clary.

The Center for Personal and Professional Development launched the newly redesigned Navy College Program Web site Oct. 6. The site features several new enhancements to its Web-based tuition assistance (WebTA) application and also provides access to Sailor/Marine Ace Registry Transcript (SMART) records.
Image courtesy of www.navycollege.navy.mil

The NCPDLP partners will also have access to their own portal on the site, which will allow school representatives to continually maintain their schools' academic-related updates and ensure all degree programs based on Navy ratings are kept current.

Navy Recruiting Command releases new advertising campaign

By MC3 Jared Hill,
Navy Recruiting Command Public Affairs

As part of its mission to recruit men and women for enlisted, officer candidate and officer status in the regular and reserve components of the Navy, Navy Recruiting Command (NRC) released a new marketing and advertising campaign: America's Navy. A Global Force for Good.

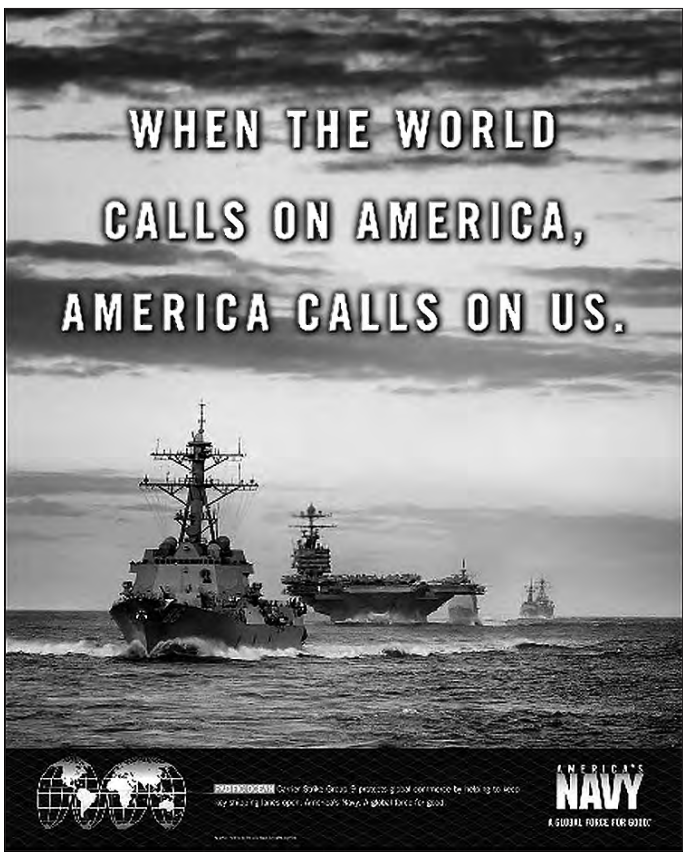
"What we wanted to do was reenergize the Navy's brand and redefine something to succeed Accelerate Your Life, which has been in the marketplace since 2001," said Capt. Phil Altizer, director of Marketing and Advertising, NRC.

"At the time of its release, Accelerate Your Life was focused on the recruiting of millennials and giving them an education of an experience that you can have in the Navy which will lead you to personal success," he said. "It wasn't necessarily designed to energize Sailors, veterans and other influencers about naval service."

According to Altizer, America's Navy. A Global Force for Good is much more of a call to service.

"The current trend in society is people wanting to give back to their country," said Altizer. "Young people today want to be part of something bigger than themselves. They believe in devoting themselves to a greater good."

The new mantra will fuel an already deep admiration for the Navy and the thousands of men and women who selflessly serve our nation, while casting a fresh, new light on the opportunities available in today's Navy, Altizer added.

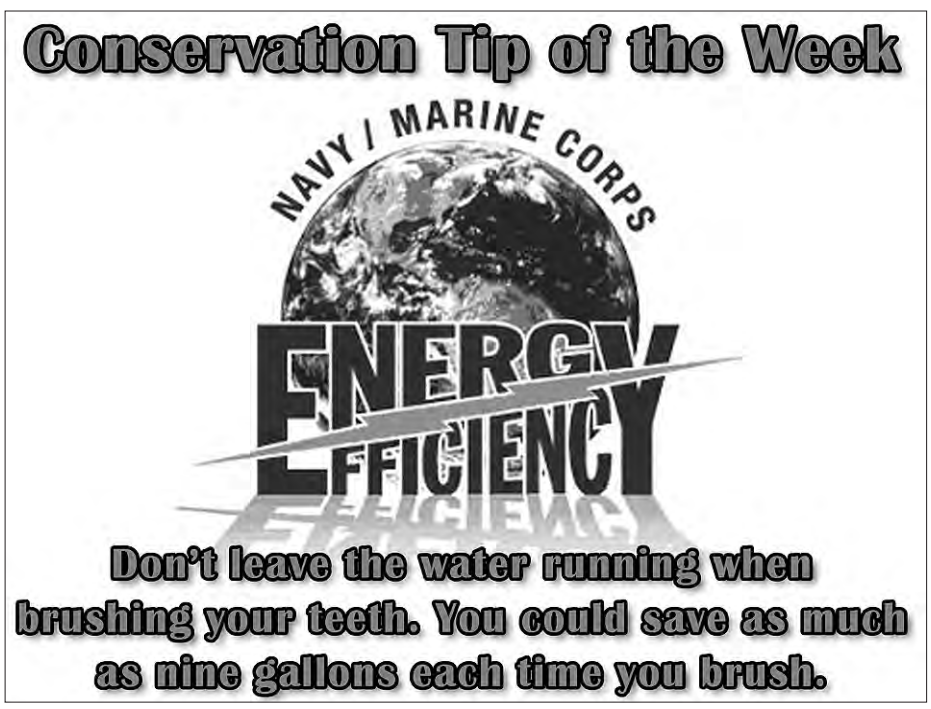


The new campaign is designed to help position the Navy as an employer of choice, while at the same time help to support recruiting and end strength goals.

"We are people who make a difference for good," said Altizer. "What better organization is there to join to make a difference and serve the country than America's Navy?"

The campaign release coincides with the Navy's 234th birthday and various advertisements from newspaper ads, television commercials, posters and billboards that are being introduced on 48 Navy bases across the country.

To view the Navy's newest recruiting video, "*The Calling*" visit the Web site: http://www.navy.mil/navydata/featurePlay.asp?id=49.

NRC consists of a command headquarters, two Navy Recruiting Regions and 26 Navy Recruiting Districts, which serve thousands of recruiting stations across the country. The NRC mission is to recruit the best men and women for America's Navy to accomplish today's missions and meet tomorrow's challenges.

As part of its mission to recruit men and women for enlisted, officer candidate and officer status in the regular and reserve components of the Navy, NRC released a new marketing and advertising campaign: America's Navy. A Global Force for Good. To view the Navy's newest recruiting video, "*The Calling*" or several new recuiting posters such as the one shown left, visit the Web site http://www.navy.com/gffg/. The campaign release coincides with the Navy's 234th birthday.
Image courtesy of www.navy.com/gffg/