



Headquarters
United States Army Recruiting Command
Fort Knox, Kentucky
30 September 2022

***USAREC
Regulation 25-30**

Information Management: Publishing

USAREC Business Cards

For the Commander:

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History: This is an administrative revision. The portions affected are listed in the Summary of Change.

Summary: This regulation prescribes policy and procedures for the USAREC Business Card program.

Applicability: This regulation applies to all military and civilian personnel assigned, attached, detailed, or on temporary duty with the U.S. Army Recruiting Command.

Proponent and exception authority: The proponent of this regulation is the United States Army Recruiting Command (USAREC) Office of the CIO/G-6. The proponent has the Authority to approve exceptions to this regulation that are consistent with controlling law and regulations.

Army management internal control process. This regulation does not contain management internal control provisions.

Supplementation: Supplementation of this regulation is prohibited.

Suggested improvements: Users may submit comments and suggested improvements on DA form 2028 (Recommended Changes to Publications and Blank Forms) directly to HQ USAREC, ATTN: RCIO-AS, 1307 3rd Avenue, Fort Knox, KY 40121-2725.

Distribution: This regulation is available in electronic media only.

*This regulation supersedes USAREC Regulation 25-30, dated 24 June 2019

SUMMARY of CHANGE

USAREC Reg 25-30
USAREC Business Cards

This administrative revision, dated 30 September 2022

- Streamlines the Multi-Selection Business Card Ordering Process.
- Changes the number of printed business cards authorized per fiscal year.
- Clarifies instructions for procurement of USAREC Business Cards at personal expense.
- Adds the usage of an electronic contact card, and DISA-approved electronic business card for use on Government Furnished Equipment (GFE), Apple iPhone.
- Clarifies the responsibility of Leaders to inspect all electronic contact cards and business cards to ensure their subordinates are meeting professional standards.
- Clarifies policies prohibiting USAREC organizations from purchasing any form of printed business cards and electronic business card solutions with organizational funds.

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Table List

No Entry

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Chapter 1. Introduction

1-1. Purpose

This regulation establishes policies and procedures for procuring business cards for the United States Army Recruiting Command (USAREC).

1-2. References, forms, and explanation of abbreviations

See Appendix A.

1-3. Associated publications

No entry

1-4. Responsibilities.

- a. The USAREC CIO/G-6 is responsible for the procurement (funding) of all USAREC business cards.
- b. Printing responsibilities are outsourced to the Defense Logistics Agency (DLA) under contract with the Government Printing Office (GPO), as mandated by AR 25-30 (The Army Publishing Program).
- c. The CIO/G-6 Administrative Services Office (ASO) will oversee the administration of the USAREC business card program.
- d. USAREC Personnel authorized business cards are responsible for verifying the accuracy and completeness of the information provided to create their order.
- e. Leaders at all levels will ensure their subordinates comply with the requirements of this regulation.

1-5. Records Management requirements

The records management requirement for all record numbers, associated forms, and reports required by this regulation are addressed in the Army Records Retention Schedule-Army (RRS – A). Detailed information for all related record numbers, forms, and reports are located in Army Records Information Management System (ARIMS)/RRS – A at <https://www.arims.army.mil>. If record numbers, conditions, and reports are not current, addressed, and published correctly in ARIMS/RRS – A, see DA Pam 25 – 403 for guidance.

Chapter 2 USAREC Business Cards

The USAREC Business Card Program:

- a. There are three components to the program:
 - (1) Formal printed cards.
 - (2) Electronic Contact Information card from Government Furnished Apple iPhone.
 - (3) Electronic Business card (DISA Approved).
- b. USAREC organizations are not authorized to procure commercial business cards of any type with their organizational funds.

2-2. Formal printed cards

- a. All USAREC personnel are authorized USAREC business cards at personal expense, with the Government contract rates.
- b. USAREC personnel must use the business card offerings provided by the GPO-approved contract vendor.
- c. USAREC recruiters and key leader positions listed below are authorized business cards at Government Expense:

- (1) Commander
- (2) Command Sergeant Major
- (3) Commanding General
- (4) Deputy Commanding General -Operations
- (5) Deputy Commanding General -Support
- (6) First Sergeants
- (7) Station Commanders
- (8) U.S. Army Band Recruiting Liaisons
- (9) U.S. Army Reserve Recruiters
- (10) U.S. Army Chaplain Recruiters
- (11) U.S. Army Health Care Recruiters
- (12) U.S. Army Health Care Recruiters/Officer in Charge (OIC)
- (13) U.S. Army IRR 09L Interpreters
- (14) U.S. Army Recruiters
- (15) U.S. Army Recruiting Liaisons
- (16) U.S. Army Special Operations Recruiters
- (17) U.S. Army Special Operations Recruiters/OIC
- (18) U.S. Army Warrant Officer Recruiters

d. The HQ USAREC Staff reviewed the list of authorized positions above. It determined that the positions were legally sufficient and conformed with paragraphs 5-7, AR 25-30, and satisfied the performance of official duties directly related to the Army Accessions Mission.

e. USAREC personnel authorized printed cards at Government Expense are eligible for one order of 500 cards in FY23.

f. The printed card component is tentatively scheduled to sunset with the beginning of FY24.

g. USAREC Personnel whose positions are not on the authorized title list above may submit a request for an exception to policy to receive business cards at Government Expense through command channels by completing USAREC Form 25-30.1 with detailed justification in block 14. The USAREC G-6 will notify the requester of the outcome of their request.

2-3. Business Card Ordering Process.

a. USAREC personnel can initiate their request for USAREC Business Cards at this hyperlink: [Registration / Login \(stationeryorders.com\)](https://stationeryorders.com).

b. First-time users must register and create a Password and ID, complete the Registration Details and select the Register link at the bottom of the page.

c. Separate accounts are required for cards purchased at Government Expense and personal expense.

d. Return users can proceed with the "log in" button.

e. Users requesting cards at personal expense can select the "Pay By Credit Card" link.

f. Multiple graphic options are available for both the front and back selection.

(1) Medical and Chaplain backgrounds are restricted selections for the recruiters assigned to the Medical Recruiting Brigade.

(2) All data cells annotated with an (*) are mandatory input requirements.

(3) The cards represent the Army to our target audience, so names of individual stations/companies/battalions/or brigades will not be used. For example, Kalamazoo Army Recruiting Station is not a valid entry and should be a U.S. Army Recruiting Station.

(4) Personal comments, unit names/personal nicknames, reference to March to Success, Hablo Español, directions, and office hours are not allowed.

(5) The template for the card is in lowercase formatting and will not be mixed with all capital letters.

(6) Social media will be official Army sites only and cannot be private.

(7) Title Exceptions: Only titles included in the dropdown menu are authorized for business cards at government expense.

2-4. Review

a. It is the user's responsibility to review and validate the information on their request before submitting the order.

b. A visual representation sample or mock-up of the proposed business card is provided by selecting "Click to Update Proof."

(1) Ensure there are no capital letters in Text and telephone numbers have proper formatting.

(2) Social Media sites should be official and not contain controversial or unprofessional names or taglines.

2-5. Proof Order and Shopping Cart

a. Review your order for accuracy and completeness. Once done, enter a check in the approval box, then click on the "Add to Cart" button.

b. On the "Shopping Cart" screen, enter special instructions or new address (as needed). Otherwise, proceed to "checkout".

c. Complete the transaction. Check the shopping cart to ensure it is empty to verify a successful transaction.

d. Successful submissions will prompt an immediate email to the requester confirming the order.

e. A second email is generated when the order ships, including tracking information, and a third email will be sent confirming delivery.

2-6. Delivery

a. The contract vendor will ship the order directly to the requester.

b. The requester should receive the order within 15 working days from the date the order was submitted.

c. Contact the local post office with the tracking information if the order was not received within 15 working days.

d. Contact the contract vendor with any issues concerning misprinted cards, missing data, overprint, or image distortion. Contact the vendor using the customer service link on the vendor's website and upload a photo of the unserviceable card. This will initiate a re-print process that should not count against the quarter/ FY ordering quota and prevent the government from paying for unusable card orders.

Chapter 3

Electronic Business Cards

3-1. Overview

- a. USAREC personnel are encouraged to utilize approved electronic business cards, which are authorized for use at no cost to the Government.
- b. USAREC Organizations are not authorized to procure electronic business cards with organizational funds.
- c. Additionally, USAREC organizations are not authorized to purchase “premium” or other add-on features associated with electronic cards authorized for use.

3-2. Electronic Contact Card

- a. The contact card is available on the Government-furnished Apple iPhone.
- b. Users can initiate the process to create the card on their phone by:
 - (1) Go to “My Card” in Contacts.
 - (2) Review the content and update accordingly. Users can also personalize the content - Ensure the card presents a professional image.
- c. Users can share the information by tapping on the Contacts icon at the bottom of their screen, select “My Card,” scroll to the bottom of the screen and tap the “Share Contact” option.

3-3. Electronic Business Card

- a. USAREC Personnel are authorized to use the “free” electronic business card apps located in the P.U.M.A. App store on Government Furnished Apple iPhones.
- b. Installation is a quick, straightforward process.
- c. Users can personalize the content information, but it must reflect a positive professional image.
 - (1) Pictures. Pictures must be professional in appearance and must project a positive image. Examples of acceptable images would be: DA Photo, Conducting Physical fitness in the APFU, training photographs, etc.
 - (2) A short biography.
 - (3) Achievements.

3-4. Enforcement

Leaders at all levels are responsible for ensuring their subordinates comply with this chapter, as prescribed by AR 600-20, paragraph 4-12j. We are the Army’s ambassadors in our communities. We are charged with projecting our Army Values and a positive image with a continued commitment to the Army Profession.

- a. Leaders must treat this as an inspectable item and incorporate these requirements into their daily activities.
- b. USAREC personnel desiring to add Army Branding content into their electronic cards must contact their Brigade or Battalion Advertising and Public Affairs Specialists (A&PA), who are the proponents for Army Branding and usage of social media content.
- c. Additional guidance and information are available in the USAREC PAO Social Media publication dated May 2018. This publication is available in the USAREC Publications Library.

Appendix-A

References

Section I

Required Publications

AR 25-30

The Army Publishing Program

Section II

Related Publications

DA Pam 25-40

Army Publishing Program Procedures

DA Pam 25-38

Army Printing and Distribution Procedures

Section III

Prescribed Forms

UF 25-30.1

Request for Business Cards

Glossary

Section I

Abbreviations

DLA

Defense Logistics Agency

GPO

Government Printing Office

HQ, USAREC

Headquarters, United States Army Recruiting Command

UF

USAREC Form