USAREC Regulation 25-30

Information Management

USAREC Business Cards

Headquarters
United States Army Recruiting Command
1307 3rd Avenue
Fort Knox, Kentucky  40121-2725
24 June 2019

UNCLASSIFIED
SUMMARY of CHANGE

USAREC Reg 25-30
USAREC Business Cards

This Major revision, dated 24 June 2019

- Updated the Multi-Selection Business Card Ordering Process
- Added instructions for personal (non-Government funded) purchase of Business Cards
- Added paragraph 1-5 Records management requirements paragraph
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History. This publishes a revised USAREC Reg 25-30, which is effective 24 June 2019, and supersedes the last version dated 29 June 2016.

Summary. This regulation establishes policies and procedures for the Publications process, the procurement of business cards for the United States Army Recruiting Command.

USAREC Business Cards

Applicability. This regulation is applicable to all elements of the United States Army Recruiting Command.

Proponent and exception authority. The proponent of this regulation is the Assistant Chief of Staff, G6. The proponent has the authority to approve exceptions to this regulation that are consistent with controlling law and regulations. The proponent may delegate this approval authority, in writing, to a division chief, within the proponent agency in the grade of Lieutenant Colonel or the civilian equivalency.

Army Management control process. This regulation contains control management provisions in accordance with AR 11-2, but does not identify key management controls that must be evaluated.

Supplementation. Supplementation of this regulation is prohibited.

Relation to USAREC Reg 10-1. This publication establishes policies and procedures regarding Business Cards according to UR 10-1 para 3-16a.

Suggested improvements. Users are invited to send comments and suggested improvements on DA Form 2028 (Recommended Change to Publications and Blank Forms) directly to HQ USAREC, ATTN: RCIO-OPP, 1307 3rd Ave, Fort Knox, KY 40121-2725

Distribution. Distribution of this regulation is available in electronic media only.

*This regulation supersedes USAREC Regulation 25-30, dated 29 June 2016.
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Glossary
Chapter 1.
Introduction

1-1. Purpose
This regulation establishes policies and procedures for the procurement of business cards for the United States Army Recruiting Command (USAREC).

1-2. References
For required publications and referenced forms see appendix A.

1-3. Explanation of abbreviations and terms
Abbreviations and special terms used in this regulation are explained in the glossary.

1-4. The Business Card Process:
   a. Headquarters, United States Army Recruiting Command (HQ, USAREC), CIO/G-6 Publications will oversee the program for business cards. The following restrictions apply in obtaining these cards:
      (1) The cards must be obtained through the contract vendor on a term contract administered by DLA/GPO.
      (2) The cards must contain information that clearly identifies persons as one of the titles listed below in 1-4.e (1)-(20).
      (3) Cards are available in batches of 500 count per quarter. One order per quarter is authorized for a total of 2000 cards or four batches per FY.
   b. Command personnel are not allowed to procure business cards at their own expense, unless they conform to the requirements in (2) above.
   c. Personnel not on the authorized title list in 1-4.e. below, may submit a request for an exception by completing USAREC Form 25-30.1 (UF 25-30.1) and submitting the form providing justification in block 14. UF 25-30.1 can also be downloaded from the USAREC SharePoint publication site at: https://span.usarec.army.mil/sites/HQ/Publications-Library/SitePages/Home.aspx, and submit to: usarmy.knox.usarec.mbx.hq-g6-publications@mail.mil. USAREC G-6 will notify the individual of the disapproved title exception and approved requests will automatically be ordered.
   d. Other personnel, not on the authorized title list or where an exception has been denied, may procure business cards at their own expense from the vendor at the established government rate. Orders can be submitted by using the link on the USAREC SharePoint business card registration page. Orders will be billed at the address provided in the UF 25-30.1, see Chapter 3 for specific ordering instructions.
   e. Pursuant to AR 25-30 (3 June 2015,) paragraph 5-7, (the deciding official) has determined that the following personnel are authorized business cards at government expense in order to perform official duties and to facilitate mission-related business communications. Business cards will be procured at Government expense only for the following:
      (1) Commander
      (2) Command Sergeant Major
      (3) Commanding General
      (4) Deputy Commanding General -Operations
      (5) Deputy Commanding General -Support
      (6) Dean, Chief Academic Officer
      (7) Education Services Specialists
      (8) First Sergeants
      (9) Station Commanders
      (10) U.S. Army Band Recruiting Liaisons
      (11) U.S. Army Reserve Recruiters
      (12) U.S. Army Chaplain Recruiters
      (13) U.S. Army Health Care Recruiters
      (14) U.S. Army Health Care Recruiters/OIC
      (15) U.S. Army IRR 09L Interpreters
      (16) U.S. Army Recruiters
      (17) U.S. Army Recruiting Liaisons
      (18) U.S. Army Special Operations Recruiters
      (19) U.S. Army Special Operations Recruiters/OIC
      (20) U.S. Army Warrant Officer Recruiters
f. Personnel, or titles identified in 1-4 (e) above are authorized an annual allotment of two thousand business cards per FY, in increments of 500. Additional orders may be placed if there has been a change of name, rank, position, address and telephone number.

1-5. Records Management requirements
As decreed by AR 25-400-2, the records management (recordkeeping) requirements for all record numbers, associated forms, and reports are included in the Army’s Records Retention Schedule-Army (RRS-A). Detailed information for all related record numbers, forms, and reports associated with AR 25-30 are located in RRS-A at https://www.arims.army.mil.

   a. The USAREC G-6 is responsible for the procurement (funding) of all USAREC business cards, with print responsibility outsourced to an approved DLA/GPO vendor. The vendor will monitor submissions for duplicate, incorrect, or unprofessional data. USAREC G-6 Publications Branch will oversee this program.
   b. Personnel authorized business cards are responsible for:
      (1) Requesting their allotment of business cards.
      (2) Accuracy or validation of information that is on the business card proof provided on the site, prior to submitting the order.
      (3) Programming use of USAREC business card allotment to ensure 12-month usage.

Chapter 2.
Ordering Process

   a. To request USAREC Business Cards, personnel must access the USAREC Business Card Request Center link located on the quick launch of each Brigade Sharepoint pages or the G6 page https://span.usarec.army.mil/sites/HQ/G6/SitePages/G6_main.aspx, see Figure 2-1 Selecting the, Business Card Request, link will take the user to the contract provider vendors Registration and Login page.
Figure 2-1. USAREC SharePoint Business Cards Ordering
b. Users are directed to the Registration / Login page where first time users register and create a Password and ID, complete the Registration Details and select the Register link at the bottom of the page. Return users go directly to the Login. Unauthorized users select Pay By Credit Card Link.

Figure 2-2. Registration and Login

![Registration and Login]

**Figure 2-2  Registration and Login**

- Multiple graphic options are available for both the front and back selection. Any front graphic can be combined with any back graphic. Users select one graphic for each side. When re-ordering cards users can select new front and back graphics irrespective of previous orders.
d. Selecting any one of the front card designs in this view will enlarge the graphic to assist in the selection.
e. Selecting a card back graphic. Using the drop down menu the card back graphic is selected. Back graphics are differentiated and selected by assigned capital letters. The Ship to Attn: cell and the Brigade drop-down menu are filled out and selected.
f. An enlargement of the back graphics are available by selecting the top graphic allowing the user to better see the different text and graphics options.
g. Enter details. Where provided drop-down menus are to be used. All write in entries are automatically reviewed for exception to policy by USAREC G-6.

(1) The cards represent the Army to our target audience so names of individual station/company/battalion/or brigade will be not be used. Example Kalamazoo Army Recruiting Station is not a valid entry and should be U.S. Army Recruiting Station.

(2) All entries annotated with an (*) are required.

(3) Personal comments, unit names, personal nicknames, reference to March to Success, Hablo Español, directions and office hours are not allowed. (Refer to AR 25-30, paragraph 5-8, for additional information on business cards.) The template for the card is in lowercase text formatting and will not be mixed with all capital letter entries. Social media will be official Army sites only and should be open to the public and not private.

(4) To view a mock-up card select “Click to Update Proof”.

Figure 2-6 Card Back Graphic Enlargement
h. Exceptions.

(1) Title Exceptions. Only titles included in the dropdown menu are authorized business cards at government expense. A title that is not included in the dropdown menu is not authorized business cards at government expense. In the case where a new position is created within the command but not reflected in the menu the user can select the “Click Here” link at the top of the page to download a UF 25-30.1 completing block 14 justification and submit it to: usarmy.knox.usarec.mbx.hq-g6-publications@mail.mil USAREC G6 for evaluation.

(2) Expedited Delivery and all other exceptions. There is a substantial additional cost for business cards to receive an expedited delivery. To submit a request for exception the same procedure is followed in (1) above.

(3) All exceptions must be approved prior to submitting the card order.
2-2. Proofing Review

a. Proofing. It is the responsibility of the user to ensure a complete quality control review (validation) before ordering cards. A visual representation sample or mock-up of the proposed business card is provided by selecting “Click to Update Proof”. Entered text will not be in all capital letters, phone numbers must be formatted, and Social Media sites should be official and not contain controversial or unprofessional names or tag-lines.

b. Approval of Card. After all changes, if any, have been made and a final quality control has been completed “Next” is selected.
c. For a larger view or to save the card in PDF select the image in this view. Card data can be changed in this view by selecting “Edit Artwork Details above the graphics.

d. The “Checking Approval box to print as shown” must be selected before “Add to Cart” selection is made. Checking this box should only be done once verification of all data on the card has been made. Cards are authorized quarterly and an exception with a detailed justification is required to reprint any cards after this step.
2-3. Shopping Cart

a. All items currently in the shopping cart will show in this view. Another card can be added in this view.
b. To order cards “Checkout is selected”.
2-4. Submit Order
   a. This view provides shipping information and timelines.
      b. Once “Submit Order” is selected the order is placed into production. There is little time to fix mistakes after “submit order” is selected. At this point the card cannot be revised and counts as the current quarters order. An exception must be approved for any reorder due to submitter mistake within the same quarter.
2-5. Thank You Confirmation
Successful transactions will receive a thank you view containing an order number, Cart number and Item number that can be used to assist in tracking delayed or lost orders.
a. Successful submissions will prompt an immediate email verification to be sent. A second email is generated when the order ships, including tracking information, and a third email will be sent confirming delivery.

b. Printed business cards will be shipped directly to the requester from the vendor. Business cards should arrive from the vendor within 15 working days from the date of submission of the request. If, after 15 working days, cards are not received contact the local post office using the tracking information provided.

c. In the case of vendor misprinted cards (missing data, overprint, or image distortion) a photo of the unservicable card should be provided to the vendor using the customer service link on the ordering site. This will initiate a re-print that will not count against the quarter/FY ordering quota and prevent the government from paying for unusable card orders.

d. Data incorrectly put in the UF 25-30.1 by the user is not the responsibility of the government or vendor and will count against the users four quarter/FY order of 2000 count.
2-6. USAREC Form 25-30.1

USAREC Form 25-30.1 is available for requesting USAREC Business Cards and can be found on the USAREC G-6 SharePoint page at: https://span.usarec.army.mil/sites/HQ/G6/SitePages/G6_main.aspx. This form is also on the ordering site and can be accessed by submitting for an exception to policy.

Figure 2-15. Sample USAREC Form 25-30.1

![Sample USAREC Form 25-30.1](image-url)

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**REQUEST FOR USAREC BUSINESS CARDS**

(For use of this form see USAREC Reg 25-30)

<table>
<thead>
<tr>
<th>1. DATE:</th>
<th>2. RDE:*</th>
<th>3. SPECIALTY: Select One:*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4. REASON FOR ORDER</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If "Other" order reason:

<table>
<thead>
<tr>
<th>5. NAME:*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>First Name:</strong>:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>6. RANK:*</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>7. E-MAIL*</th>
<th>Official USAREC e-mail only*</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>8. TITLE:*</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>9. ORGANIZATION:*</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>10. OFFICIAL TELEPHONE NUMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Office:</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>11. ADDRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Street:</strong></td>
</tr>
<tr>
<td><strong>City:</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>12. OFFICIAL SOCIAL MEDIA SITES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>13. INSTRUCTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>USAREC Regulation 25-30 governs this form. Personnel who do not find their official title in the drop-down menu or new positions to the command must complete the UF 25-30.1 and submit request to: usarec.army.mil, <a href="mailto:g6@usarec.army.mil">g6@usarec.army.mil</a>. If business cards are not delivered after 14 days check with the local post office. After 20 days contact <a href="https://www.usarec.army.mil/g6@usarec.army.mil">https://www.usarec.army.mil/g6@usarec.army.mil</a>. If business cards are delivered with missing, incorrect, or un-serviceable image. Attach a copy of the card if possible. Incorrectly entered data by submitter will require an exception for reorders within the same quarter. All other exceptions follow the same procedure.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>14. JUSTIFICATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide a description why an exception is required.</td>
</tr>
</tbody>
</table>

USAREC Form 25-30.1, update 1 February 2017

THIS FORM REPLACES the UF 500

V2.00
Chapter 3. Independently Purchased Business Cards

3-1. Pay by Credit Card

Individuals in the command can order business cards if they are not authorized cards at government expense by coordinating and paying for them directly with the vendor. Although the command will entertain exceptions to the authorized title list with a detailed justification, denied requests may still purchase cards at their own expense. Using the business card registration page select the Pay By Credit Card link or https://soc.stationeryorders.com/b2b/ccusarec/login.asp the user is directed to the nearly identical ordering site with the exception of the credit card payment option.

(1) Registration. The Username box will not allow the same user username as used on the primary site. A separate and unique user name is required if previously registered in the primary site. A green checkmark will appear to the right of the box if the user name is not duplicated and a red X appears if the username is already used.

(2) Shopping Cart. The user enters the address for delivery this is a required entry to determine the freight cost. The address on this page will be saved to the user account for future orders.

(3) Checkout. Once the user selects the shipping method a total order cost is provided. The user is required to click submit for the Summary and Billing Details.

(4) Card Limit: Individually purchased cards are not tracked and the one order per quarter, 2000 card per FY limit does not apply.

3-2. UPS Freight Options.

a. Freight costs are provided on the checkout page.

b. Various shipping options and associated cost are available including ground, 2 day air, and Next day.

4-3. Order Receipt-Emails

a. An email receipt from Auto–Receipt (noreply@mail.authorized.net) CC statement will show Personalized Printing as the seller.

b. Additional emails will be sent as the order processes and is shipped including tracking numbers.
Appendix A
References

Section I
Required Publications

AR 25-30
The Army Publishing Program

DA Pam 25-40
Army Publishing: Action Officers Guide

Section II
Related Publications

DA Pam 25-30
Consolidated Index of Army Publications and Blank Forms

DA Pam 25-31
Forms Management, analysis, and design

Section III
Prescribed Forms

UF 25-30.1
Request for Business Cards

Session IV
Referenced Forms
This section contains no entries

Glossary
Section I
Abbreviations

UF
USAREC Form

USAREC HQ
United States Army Recruiting Command, Headquarters

DLA
Defense Logistics Agency

GPO
Government Printing Office

Section II.
Terms
This section contains no entries