

] MARINE CORPS RECRUITING STATION JACKSONVILLE COMMANDER'S PHILOSOPHY

Commander's Intent

Recruiting Station Jacksonville's mission is to recruit the most qualified men and women for the Marine Corps to train and deploy as Warfighters. As one of the execution arms of the 6th Marine Corps District, RS Jacksonville will be recognized as an organization of exceptionally led, disciplined, and trained Warfighters who deliver tactical excellence.



I am thankful for the opportunity to contribute to RS Jacksonville's reputation for success. I look forward to learning about recruiting duty from you as I get to know you, your areas, your needs, and your concerns while the RS continues the monthly march towards mission success guided by long-term vision and planning. I intend to lead RS Jacksonville with a firm focus on the below successive and mutually supporting tenets.

Leadership and Mission Accomplishment

Effective leadership is the cornerstone of mission accomplishment. At the center of effective leadership are **sound principles** and **professional competence**. Every leader in the RS will exhibit both at all times. Leaders not only continuously strive for personal improvement but also take a personal interest in the improvement of the Marines and the civilians in their care. Effective leadership focused at the small unit level, the Recruiting Substation, is the building block for all other success.

Personal and Family Readiness

Our Marines are our most precious resource and our readiness is directly proportional to theirs. Personal, concerned leadership at all levels is critical to ensure physical, mental, moral, and administrative readiness. The Family Readiness Program will receive my full support.

Training and Equipment Readiness

Our Warfighters' primary weapon systems are their minds. Leaders have an inherent responsibility to ensure rigorous and continuous training is accomplished. Despite the tendency to defer PME due to operational requirements, it is a leader's responsibility to achieve balanced excellence to accomplish both. Do not allow our Warriors to become so indispensable that we cannot afford to train or educate them, making them victims of their success. We must provide sound stewardship of valuable American taxpayer assets through strict equipment and fiscal accountability.

Safety and Our Strategic Environment

Our operational environment is one where individual actions will have strategic consequences. Small unit leadership, personal discipline, and operational risk management are critical elements to ensure the safety of our Warriors, their families, and those we recruit. We must foster a positive relationship with our local communities. We will not tolerate actions that discredit you, the RS, or our Nation.

Tactical Excellence

Recruiting Station Jacksonville, maneuvers in small elements, at a high operational tempo, across a vast area of operations. The canvassing recruiter is the source of its strength and epitomizes the significance of tactical action delivering strategic results or consequences. It is incumbent upon all leaders to set conditions for their success and safety. The Recruiting Station will accomplish remarkable tactical excellence when we provide our recruiters sound intent, the training, and the resources to execute our mission. It is my honor to lead and serve each Marine and civilian of Recruiting Station Jacksonville.

A handwritten signature in black ink, appearing to read "B.A. Eovito".

B.A. EOVI TO
Major, U.S. Marine Corps
Commanding Officer, Recruiting Station Jacksonville