



EXECUTIVE ORDER NO. 740

REVITALIZING THE ALABAMA STATE MILITARY DEPARTMENT'S JOINT ENLISTMENT ENHANCEMENT PROGRAM

WHEREAS the Alabama State Military Department, comprised of the Army and Air National Guard, must always stand ready to respond to crises and emergencies, both here at home and across the globe;

WHEREAS the Army and Air National Guard have responded to more than 44 domestic emergencies and 40 global operations since 2011;

WHEREAS the increasing demands placed upon the members of our military underscore the need to recruit and retain skilled soldiers and airmen; and

WHEREAS revitalizing the Joint Enlistment Enhancement Program will ensure Alabama maintains its Army and Air National Guard in a robust posture that is mission ready and fully manned;

NOW, THEREFORE, I, Kay Ivey, Governor of the State of Alabama, by virtue of the authority vested in me by the Constitution and laws of the State of Alabama, and in particular Title 31, Chapter 2 of the Code of Alabama, do hereby reconstitute the Alabama State Military Department's Joint Enlistment Enhancement Program (the "JEEP") as further set forth below.

1. **Purpose.** The purpose of the JEEP is to ensure that the Army and Air National Guard are able to maintain operational superiority through effective and sustainable recruitment and retention efforts.
2. **Issuance of regulations.** The Alabama State Military Department shall issue regulations, consistent with the provisions of this Executive Order, to motivate soldiers, airmen, qualified retirees, and other Department employees to assist in the Army and Air National Guard's recruitment efforts. These regulations, and any subsequent amendments, must be approved in writing by the Governor.

3. **Annual report.** At the conclusion of each fiscal year, the State Military Department shall develop and deliver a report to the Governor demonstrating the ongoing effectiveness of the program, including an accounting of all disbursements made pursuant to the program.
4. **Implementation.** The order shall be implemented to the maximum extent possible consistent with applicable law and subject to the availability of appropriations. Nothing in this order shall be construed as impairing or otherwise affecting the authority granted by law to an executive branch agency, or the head thereof, including the Governor of the State of Alabama, except to the extent expressly set forth in this order.
5. **No private right of action.** This order is not intended to, and does not, create any right or benefit, substantive or procedural, enforceable at law or in equity by any private party against the State of Alabama, its departments, agencies, or entities, its officers, employees, or agents, or any other person.
6. **Effect on prior related orders.** Executive Order 723 (November 20, 2020) is hereby rescinded. Any other previously issued executive order is hereby rescinded to the extent it conflicts with this executive order.

DONE AND ORDERED this 12th day of December 2025.



Kay Ivey

KAY IVEY
Governor

ATTESTED

Wes Allen

WES ALLEN
Secretary of State