

**AMENDMENT TO RULES COMMITTEE PRINT 119-8**  
**OFFERED BY MR. VAN ORDEN OF WISCONSIN**

At the end of subtitle E of title X, add the following  
new section:

1 **SEC. 10 \_\_\_\_ . REPORT ON OPTIONS FOR ESTABLISHING A**  
2 **DIGITAL ENGAGEMENT FRAMEWORK FOR AD-**  
3 **DRESSING RECRUITMENT, RETENTION, AND**  
4 **READINESS CHALLENGES.**

5 (a) REPORT REQUIRED.—Not later than 180 days  
6 after the date of enactment of this Act, the Secretary of  
7 Defense shall submit to the Committees on Armed Serv-  
8 ices of the House of Representatives and the Senate a re-  
9 port on options for establishing a digital engagement  
10 framework for the purpose of addressing recruitment, re-  
11 tention, and readiness challenges facing the Armed Forces  
12 by—

13 (1) leveraging community-driven digital plat-  
14 forms available to members of the Armed Forces  
15 and the family members and caregivers of such  
16 members;

17 (2) improving the use and awareness of benefits  
18 or services available under the Transition Assistance

1       Program and other programs of the Department of  
2       Defense; and

3           (3) positioning service in the Armed Forces as  
4       a premier pathway for achieving full human poten-  
5       tial.

6       (b) ELEMENTS.—The report under subsection (a)  
7       shall include the following:

8           (1) With respect to any benefit, service, or pro-  
9       gram of the Department for members of the Armed  
10      Forces (including members of the Armed Forces  
11      participating in the Transition Assistance Program),  
12      or family members or caregivers of such members,  
13      the following:

14           (A) an assessment of digital engagement  
15      capabilities, including—

16           (i) survey design, implementation, or  
17      analysis capabilities to identify any such  
18      benefit, service, or program that is  
19      underused by such individuals;

20           (ii) internal marketing capabilities to  
21      promote such benefits, services, or pro-  
22      grams;

23           (iii) strategic content development  
24      highlighting available opportunities with

1           respect to such benefits, services, or pro-  
2           grams;

3           (iv) collaborative networks with sub-  
4           ject matter experts relating to the subject  
5           matter of such benefits, services, or pro-  
6           grams; and

7           (v) advanced data management capa-  
8           bilities (including geolocation, demo-  
9           graphic, and segment analytics) to ensure  
10          targeted outreach connects such individ-  
11          uals with such benefits, services, or pro-  
12          grams;

13          (B) an identification of any such capabili-  
14          ties that have a demonstrated history of high  
15          user engagement, involve real-time responsive-  
16          ness features, and provide resource-agnostic  
17          connectivity to any such benefit, service, or pro-  
18          gram; and

19          (C) an evaluation of how comprehensive  
20          community management across digital plat-  
21          forms that are geographically diverse but inter-  
22          connected can improve the use and awareness  
23          of such benefits, services, or programs, by such  
24          individuals.

1           (2) An assessment of potential partnerships  
2           with nonprofit organizations under section 501(c)(3)  
3           of the Internal Revenue Code of 1986 that the Sec-  
4           retary determines have a demonstrated history of—

5                 (A) managing large-scale digital commu-  
6                 nities serving the individuals specified in para-  
7                 graph (1), including across multiple time zones;  
8                 and

9                 (B) funding health and wellness initiatives  
10                for such individuals and improving retention in  
11                health care services and reduced rates of re-  
12                lapse among such individuals.

13           (3) Recommendations by the Secretary for the  
14           potential establishment of one or more pilot pro-  
15           grams to test digital engagement solutions for the  
16           purpose specified in paragraph (1), measure the ef-  
17           fects of such solutions with respect to the challenges  
18           specified in such paragraph, and evaluate the cost-  
19           effectiveness of such solutions, including rec-  
20           ommendations on—

21                 (A) potential actions under the pilot pro-  
22                 gram to stress-test digital platforms under mo-  
23                 bilization surge conditions to simulate the rapid  
24                 onboarding of large numbers of members of the

1           Armed Forces and family members of such  
2           members during contingency operations; and  
3           (B) the potential use of funds appropriated  
4           to the Department or other funding mecha-  
5           nisms available to the Department to carry out  
6           such pilot program.

