UNITED STATES MARINE CORPS
MARINE CORPS RECRUITING COMMAND
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QUANTICO, VA 22134-5103

MCRCO 5040.1B
A
12 Feb 99

MARINE CORPS RECRUITING COMMAND ORDER 5040.1B

From: Commanding General
To: Distribution List

Subj: COMMANDING GENERAL'S INSPECTION PROGRAM

Ref: (a) MCO 5040.6F

Encl: (1) CGIP Inspection Checklist

1. Purpose. To set forth the philosophy and responsibility for the conduct of the Commanding General's Inspection Program.

2. Cancellation. MCRCO 5040.1A.

3. Summary of Revision. Paragraph 7 regarding Recruiting Related Inspections and Assessments contains significant changes with respect to the conduct of inspections. Minor changes regarding policy and procedure have been made throughout and the order must be reviewed in its entirety.

4. Information. The reference tasks the Commanding General, Marine Corps Recruiting Command to design and implement a CGIP. Guidelines for a CGIP require inspections of all subordinate units and personnel to promote economy, efficiency, effectiveness and readiness. CGIPs are also required to:

a. Prevent and detect fraud, waste, abuse, discrimination, sexual harassment and related improprieties.

b. Maintain an oversight and a follow-up system for monitoring and tracking command actions taken to correct problem areas reported in inspection reports.

c. Designate the Command Inspector as the focal point for all inspections within the command to include monitoring corrective actions taken for findings noted during inspections. The Command Inspector for Marine Corps Recruiting Command (MCRC) is the MCRC Chief of Staff.

5. General. The unique nature of recruiting operations necessitates a command inspection program that meets the requirements of the reference and at the same time supports mission accomplishment.

a. The Command Inspector, Marine Corps Recruiting Command (MCRC) will primarily exercise an oversight role.

b. Detailed inspections of subordinate commands, in nonrecruiting related matters, will be conducted by the recruiting regions, under the auspices of their CGIPs, with the results forwarded to the Commanding

General, Marine Corps Recruiting Command (CG, MCRC).

c. The importance of thoroughly analyzing recruiting quality assurance programs during the inspection process cannot be overemphasized. As such, region CGs will ensure the analysis of recruiting programs is integrated into the inspection process.

d. HQ, MCRC receives support from various Headquarters, U. S. Marine Corps (HQMC) agencies. Accordingly, no functions or tasks performed by those HQMC agencies will be duplicated within HQ, MCRC.

e. All Marines assigned to HQ, MCRC are administratively assigned to Headquarters and Service Battalion, Marine Corps Base, Quantico. HQ, MCRC will not duplicate those administrative and training functions performed by Headquarters and Service Battalion personnel.

6. Mission. The mission of the Commanding General's Inspection Program is to evaluate critical areas essential for mission performance and to serve as a tool for subordinate commands to assess their units in order to improve the efficiency of recruiting operations.

7. Inspections

a. Grading. The grading system will support the overall goal of making a positive contribution on the inspected unit or functional area. Inspectors will concentrate on improving the system rather than blind compliance with format. Development of statistical data on specific systems used by the inspected unit to monitor their progress is encouraged and greatly enhances the inspectors' ability to understand how well inspected functions are performed. Data developed specifically for an inspection is not desired. The following grades may be assigned:

(1) Mission Capable. The unit possesses and uses the requisite skills, equipment, personnel and understanding to accomplish its assigned mission, tasks, and functions.

(2) Non-Mission Capable. The unit does not possess or does not use the requisites as stated above or does not effectively use those skills, equipment or personnel to accomplish its assigned mission, tasks, and functions.

b. Guiding Principles. The fundamental purpose of an inspection is to assess and enhance the ability of a unit to prepare for and perform its assigned mission. The unit's mission shall be the focus of every inspection. Inspectors will apply the following principles during all inspections:

(1) Encourage the use of TQL tools, leadership methods and statistics.

(2) Concentrate on the system, not the individual.

(3) Identify factors which are key to mission accomplishment and concentrate on them.

(4) Identify root causes.

(5) Ensure inspections assess customer satisfaction.

(6) Be a part of the solution.

(7) Emphasize performance and results over format and appearance.

(8) Inspections will be positive, productive learning experiences.

(9) Support the chain of command.

(10) Foster a climate of trust and confidence.

(11) Optimize the number, frequency, and type of inspections.

(12) Avoid duplication.

(13) Recognize excellence.

(14) Follow-up and resolve problems which are beyond the ability of the inspected to solve.

(15) Seek innovative solutions.

8. Recruiting Related Inspections and Assessments. Inspections and assessments are required to ensure that the unique processes of recruiting are being performed in accordance with published guidance. These inspections take three forms, to include: a broad triennial recruiting operations inspection of each district; specific evaluations of other recruiting activities (such as quality assurance and recruiting training); and a monthly review of specific recruiting activities reports.

a. Triennial District Inspections Conducted by the MCRC Command Inspector

(1) Purpose. The purpose of these inspections is to provide the district Commanding Officer, the region Commanding General, and CG, MCRC with an overall evaluation of the district's recruiting operations and

procedures. The goal of this inspection is to provide recommendations for improvement to the recruiting process.

(2) The specific procedure for this inspection will be as follows. CG, MCRC will form a team to conduct a district recruiting inspection once every three years, ideally toward the latter months of the outgoing commander's tenure. This inspection will focus on the recruiting operations aspect of the district, specifically the district's personnel procurement branch, to include the enlisted recruiting section, the officer procurement section, the contact team, and the recruiting advertising section. In addition, Public Affairs, the Comptroller section and Family Readiness issues will also be inspected. At the conclusion of this inspection, the results will be briefed to the CG, MCRC and the region CG.

(3) Inspection Team. The inspection team will be composed of the following:

(a) Personnel from HQ, MCRC to include the Command Inspector, the AC/S Enlisted Recruiting, the Deputy AC/S Training, the AC/S Officer Programs, the AC/S Comptroller, the AC/S Recruitment Advertising, the AC/S Family Readiness and other selected members from the staff.

(b) Selected personnel from regions will include the AC/S Recruiting, and selected members from region quality control sections, and other members from the Region Headquarters as directed.

(c) Selected personnel from the other commands will include subject matter experts needed to augment MCRC inspectors.

b. Inspections conducted by other command/organizations under the auspices of the MCRC CGIP.

(1) Regional Commanding General's will inspect District Headquarters in the following areas:

(a) Career Planning

(b) Administration

(c) Military awards

(d) Legal

(e) Ground Safety/Motor vehicle safety

(f) Equal opportunity

(g) Substance abuse

(h) Education

(i) Garrison mobile equipment

(j) Housekeeping

(k) Fire prevention

(l) Information support management

(m) Request Mast

(n) Postal

(o) Voting

(p) Fraud, waste and abuse

(q) Command inspection

(r) Color guard

(s) Sexual harassment

(t) Physical Fitness program

(u) Unit training management

(v) Weight control/military appearance

(w) BST

(x) Leadership training

(y) Troop information

(z) MCI

(2) The MCRC training section will inspect Recruiters School annually in the areas of training management. The CG, WRR will conduct the CGIP for Recruiters school in all other areas.

(3) The Marine Corps Administrative Assist Teams will inspect the District Headquarters in the area of administration.

(4) The FASMO will inspect district Headquarters in the areas of supply and logistics.

c. Inspection Checklists. The inspection checklist for this inspection is found in enclosure (1).

d. Other Recruiting Specific Evaluations. These inspections include the minimum required evaluations and assessment that must be conducted by all levels of command. Usually, these inspections focus on only one specific recruiting area, occur on a yearly basis, and are conducted by a team from only one command level.

(1) HQ, MCRC. The recruiting specific areas evaluated by HQ, MCRC on a yearly basis are primarily recruiting training related, and will be conducted under the auspices of the Deputy AC/S Training. Yearly schedules from all subordinate commands will be reviewed, and assessment dates will be selected to coincide with scheduled events. At a minimum, the below listed evaluations and assessments will be conducted each year.

(a) At each region

(1) Observe and assess one military entrance processing station (MEPS) liaison course.

(2) Observe and assess one region inspection of a recruiting station.

(b) At each district

(1) Conduct a district recruiting training management inspection in each district annually.

(2) Observe and assess a district systematic recruiting inspection of an RS, and observe and assess each district contact team conducting training in an RS.

(3) Observe and assess a noncommissioned officer in charge course conducted by the district contact team.

(4) Observe and assess a district billet specific training workshop, such as a district recruiter instructor (RI) conference or 8412 conference.

(c) At Recruiters School

(1) Conduct one training management inspection of the entire school to include all courses being taught by Recruiters School.

(2) Recruiting Regions. The recruiting specific areas evaluated by regions on a yearly basis are primarily recruiting quality training related, and will be conducted under the auspices of the AC/S Recruiting. At a minimum, the below listed evaluations and assessments will be conducted by each region as part of the CGIP.

(a) Conduct an inspection of each district's quality control section annually (these inspections may be conducted in conjunction with the triennial district recruiting operations inspections).

(b) Conduct a recruiting operations, quality control, and training inspection of each RS biennially.

(3) Marine Corps Districts. The specific areas evaluated by the districts are, by design, primarily oriented towards recruiting. At a minimum, the below listed evaluations and assessments will be conducted each year.

(a) Conduct an on-site RS recruiting training management inspection of each RS annually.

(b) Conduct a systematic recruiting inspection of each RS that is not scheduled for a region inspection, in accordance with the guidance published in the Guidebook for RS operations, Volume III.

(c) Observe and assess one RS systematic recruiting inspection of a recruiting substation, in accordance with the Guidebook for Recruiting, Volume I and observe each RI section conduct training.

(d) Conduct a MEPS inspection in each MEPS in accordance with the Guidebook for RS operations, Volume III.

(4) Recruiting Stations. Recruiting stations will conduct inspections and evaluations in accordance with the direction in the Guidebook for Recruiting, Volume III.

c. Monthly Review of Specific Recruiting Activities Reports. In order to economize on travel, recruiting operations and training supervisors at all levels will analyze monthly reports to determine areas of concern for inspections. Supervisors will then provide feedback to their command and to the field.

9. Special Inspections or Investigations. Special inspections or investigations to obtain information of a specific nature or ascertain conditions, as the command deems necessary may be conducted at any time.

10. Command Inspector. The Chief of Staff will perform the duties of the Command Inspector and be the focal point for all inspections within the command. The Command Inspector is responsible for:

a. Publishing a letter a minimum of two months in advance notifying the Districts of the dates of the inspection and the scope of the inspection.

b. Identify root causes of problems, particularly those beyond the capability of the commander to solve.

c. Keeping the commander appraised of all ongoing inspections and investigations.

d. Maintaining an oversight and follow-up system for monitoring and tracking command actions taken to correct problem areas reported in the inspection reports.

e. Preventing and detecting fraud, waste, abuse, discrimination, sexual harassment and other related improprieties.

11. Action

a. Inspections. Commanders will conduct inspections in accordance with this Order and the reference.

b. Inspection Reports. Region CGs will submit copies of their inspection results to CG, MCRC (Attn: Insp) within 30 days of an inspection. Inspection reports will list problems noted and recommend corrective action. A finding of non-mission capable will require a follow up report within 60 days listing corrective action taken.

c. Annual Inspection Report. Each region will submit a detailed narrative report to the CG, MCRC on inspections completed during the fiscal year. It will provide the results of inspections and summarization of the findings issued which indicate trends. The report will be submitted no later than the third Friday on October each year.

GARRY L. PARKS

DISTRIBUTION: A

District _____ **Date** _____

MARINE CORPS RECRUITING COMMAND
COMMANDING GENERAL'S INSPECTION PROGRAM (CGIP)
DISTRICT INSPECTION CHECKLIST

SECTION 1: STRUCTURE/COMMAND GROUP

DISTRICT STRUCTURE

1. Number of RSs _____
2. Number of MEPS _____
3. District APR _____
4. District Manning Level _____
5. # Production 8411s/8412s/EADs Onboard _____
6. District's 8412 T/O _____
7. Number of 8412s O/B _____
8. Number of Recruiter Instructors _____
9. Number of A/Recruiter Instructors _____
10. Number of Reserve Recruiter Aides _____
11. Number of EAD Recruiters _____
12. Date last Structure Analysis completed _____
13. Does the District maintain copies of each RS structure analysis? Y N
14. Number of Male HSSRS per recruiter at each RS

RS _____ _____
RS _____ _____
RS _____ _____
RS _____ _____
RS _____ _____
RS _____ _____
RS _____ _____
RS _____ _____
RS _____ _____

ENCLOSURE (1)

15. Percentage of market share/mission

RS_____ Mkt Share_____%
Msn Attained_____%

RS_____ Mkt Share_____%
Msn Attained_____%

RS_____ Mkt Share_____%
Msn Attained_____%

RS_____ Mkt Share_____%
Msn Attained_____%

RS_____ Mkt Share_____%
Msn Attained_____%

RS_____ Mkt Share_____%
Msn Attained_____%

RS_____ Mkt Share_____%
Msn Attained_____%

RS_____ Mkt Share_____%
Msn Attained_____%

16. Does the District appear to have any structural or organizational weaknesses? If "yes", specify. Y N

_____
_____
_____

Commanding Officer

1. How long has the CO been at the District? _____

2. Has the CO visited each RS? Y N

3. How many days does the CO spend on RS visits per month? _____

4. Who usually accompanies the CO while on RS visits?

_____
_____
_____

5. Does the CO have any previous recruiting experience? If "yes", specify. Y N

_____
_____
_____

6. Does the CO have any specific areas of concern that he wants addressed during the inspection? If "yes", specify.

_____
_____
_____
_____
_____
_____

Sergeant Major

1. How long has the Sergeant Major been at the District Headquarters? _____

2. Has the Sergeant Major attended RMC? Y N

3. Has the Sergeant Major visited each RS? Y N

4. Does the Sergeant Major have any previous Recruiting experience? If "yes", specify. Y N

_____
_____

5. What recruiting specific duties has the Sergeant Major been assigned?

_____
_____
_____
_____

6. Is the Sergeant Major assigned as the Program Manager for the Pool and Command Recruiting programs? Y N

7. Does the Sergeant Major monitor PME Status? Y N

8. Does the Sergeant Major understand and use the Pool, Pool Attrition by Recruiter, Boot Leave Summary and Command Recruiting Reports? Y N

9. How does the Sergeant Major get involved in the recruiting effort?

_____
_____
_____

10. Does the Sergeant Major have any specific areas of concern that he wants addressed during this inspection? Y N

If "yes", specify. _____
_____
_____
_____
_____

Deputy for Recruiting Operations (DRO)

1. How long has the DRO been at the District? _____

2. Has the DRO visited each RS? Y N

3. How many days does the DRO spend on RS visits per month? For what purpose?

_____
_____
_____
_____
_____

4. Who usually accompanies the DRO while on RS visits?

_____
_____
_____

5. Does the DRO have any previous recruiting experience? If "yes", specify. Y N

_____

6. Does the DRO have any specific areas of concern that he wants addressed during the inspection? If "yes", specify. Y N

_____
_____
_____
_____
_____
_____

Deputy for Support Operations (DSO)

1. How long has the DSO been at the District? _____

2. Has the DSO attended RMC? Y N

3. Has the DSO visited each RS? Y N

4. How many days does the DSO spend on RS visits per month? For what purpose? _____

_____
_____
_____
_____
_____

5. Who usually accompanies the DSO while on RS visits?

_____

_____

_____

6. Does the DSO have any previous recruiting experience? If "yes", specify. Y N

_____

7. Does the DSO have any specific areas of concern that he wants addressed during the inspection? If "yes", specify. Y N

_____

_____

_____

_____

_____

_____

SECTION 2: OPERATIONS

Quality Control

1. Does the District have a Quality Control order? Y N

2. Who within the District analyzes the Quality Control effort?

_____

3. Who at the District conducts MEPS Inspections?

_____

4. Who at the District conducts RS Operations inspections?

_____

5. Has any Quality Control training been conducted at the RS level in the past 12 months? If "yes", what training has been conducted and where. Y N

_____

_____

_____

6. Does the District maintain an up-to-date Programs Book? Y N

7. Who is responsible for maintaining it? _____

8. Where does the District stand (either FYTD if at least 6 months, or past FY if less than 6 months into current FY) in below listed Quality Control indicators?

a. Processing Ratio (Number Projected/Contracts Written). _____

b. Percentage of waivers granted at District (contracted/shipped). _____/_____

c. Percentage of waivers submitted to higher HQ (contracted/shipped). _____/_____

d. Percentage of Tier I's (contracted/shipped). _____/_____

e. Percentage of Cat IV's (contraced/shipped). _____/_____

f. Percentage of Mental Group I-IIIAs (contracted/shipped). _____/_____

g. Number of (missing documents/administrative discrepancies). _____

h. Number of allegations (recruiters/command group members). _____

i. Percentage of pool/MCRD discharges. _____

j. Number of Post Enlistment Disclosures (PEDs) (number/percentage). _____/_____

k. Number of IST Failures (number/percentage). _____/_____

l. Number of (DAT) waivers. _____

m. Number of (In-DEP drug) waivers _____

n. Number of DAT discharges FYTD. _____

o. Number of Tier IIs and Tier IIIs not eligible to ship due to non qualifing QT/GT scores. _____

RS_____	Number_____/_____
RS_____	Number_____/_____
RS_____	Number_____/_____
RS_____	Number_____/_____
RS_____	Number_____/_____
RS_____	Number_____/_____
RS_____	Number_____/_____
RS_____	Number_____/_____

p. Number or reserves in pool without a QSN. _____

q. Number or reserves in pool without a QSN not scheduled for discharge. _____

9. Does the District track and analyze MCRD attrites by discharge code? Y N

10. Does the District verify the 20% Random Verification program is in place at each RS? Y N
How? _____

11. What is done with the RS's 20% Random Verification Report?

_____

12. Does the District use the MCRISS enlisted Recruiter Summary Report? Y N

13. Does the District use the Quality Control Information System (QCIS)? Y N

14. Does the District use the ARMS Enlisted Quality Control SITREP? Y N

15. How is QCIS used and who is responsible for extracting the information? _____

Waivers

1. Who determines which approval level is required on waivers?

_____

2. Who QCs each waiver for required documents ? _____

_____

3. Who is authorized to approve/disapprove the following level of waivers?

(a) District Level _____
(b) Region Level _____
(c) MCRC Level _____

4. Is a data base maintained on all levels of waivers? Y N
If no, what method is used to track waivers?

_____

5. How long are hard copies of waivers to be maintained on file? _____

6. Does the District have a standard checklist of documents required for the submission of each type of waiver? Y N

7. What is the primary objective of the District's Quality Control effort? _____

8. Who tracks investigations and what analysis is conducted?

9. Does the District initiate investigations? Y N
If so, how many for this FY? _____

10. Who is authorized to sign felony waivers?

Pool

1. Does the District have a Pool Program Order? Y N

2. What procedures are in place to ensure all DAT positive poolees are discharged by the 10th of the following month?

3. Is the District monitoring pool development to ensure doctrinal standards are met? Y N

4. How does the District monitor Grad/Senior contracting split to ensure proper pool development to meet shipping requirements?

5. What is the process that distributes pool incentive items to the RSs in a timely manner? _____

6. Are any of the RSs pools below the pool percentage set by the District? Y N
If yes, what steps are being taken to correct the situation?

7. What is the current number of hard discharges in the District pool?

RS_____ Number _____
RS_____ Number _____
RS_____ Number _____
RS_____ Number _____
RS_____ Number _____
RS_____ Number _____
RS_____ Number _____
RS_____ Number _____

Awards and Discipline

1. Does the District have an Awards order? Y N

2. During the past year how many of the following have been awarded?

Meritorious Promotion _____
Navy and Marine Corps Commendation Medals _____
Navy and Marine Corps Achievement Medals _____
Certificates of Commendation _____
Other _____

3. Does the Awards order capitalize on promoting shipping, production, and quality based on the District's needs and weaknesses? Y N

4. How many of the following have been held in the past 12 months?
Courts Martial _____
NJP's Malpractice/Misconduct _____/_____

5. How many Recruiters have been relieved in the past 12 months?
For Cause _____
For Good of Service _____
Total Reliefs _____
Pending _____

6. What have been the reasons for Recruiter/Command Group reliefs?
Low Productivity _____
Malpractice _____
Drug/Alcohol _____
Problems in the civilian community _____
Vehicle Accidents _____
Misconduct _____
Other _____

7. Does the District have a production APR minimum standard? Y N

8. If yes, how many recruiters are on probation in the District?

_____

_____

Enlisted Mission Planning

1. Who reviews the RS's monthly restatement letter?

_____

2. Who tracks mission letter compliance as the month goes on?

_____

3. How is the Tier II and III and Cat IV contracting/shipping tracked?

_____

_____

4. What is the procedure for verifying the 5022 from the RSs?

_____

5. Who is responsible for maintaining all recruiting related orders, directives, frost calls, etc? _____

6. Are the programs books updated? Y N
Who is responsible for maintaining them? _____

_____

7. What procedures and tools are utilized to ensure the RS's make weekly shipping?

_____

8. Are the RS's required to provide net pool numbers by month and category?
If so, how often and how is it tracked? _____

_____

9. Who is involved in reviewing the RS annual contracting plan?

_____

10. Is there a tracking program for High Tech programs?

_____

11. Are the EOP, QEP, ETC allocations based on fair share or ship requirement? _____

12. QSNs
    a. Who is responsible for tracking? _____
    b. How are they tracked? _____

_____

_____

_____

    c. How many reserves are currently in the pool without a QSN? _____

13. What is the procedure for moving a QSN and how is it tracked?

_____

14. Is there an up to date/current MPPM on hand? Y N

15. Is there an up to date/current MOS manual on hand? _____

16. Who is responsible for ensuring that each MEPS within the District has current/up to date Programs Book, MPPM, and MOS Manuals? _____

17. Who analyzes the PPC reports and how is feedback provided to the RSs?

_____

_____

High School/Community College Program

1. Who is involved in setting the High School milestones for the District? _____

2. Who is responsible for tracking Recruiter Supplied Names?

_____

3. What was the percentage of total male population that was submitted for the first junior mail out and the last senior mail out (either this FY or last FY depending on the time of the year)?

_____

_____

4. What is done with the High School reports?

_____

_____

_____

5. How are the following milestones monitored?
   (a) List attainment

_____

   (b) 1st senior attainment

_____

   (c) Jr list attainment for Recruiter Supplied names submission

_____

   (d) NROTC talks

_____

   (e) Career day talks

_____

   (f) Initial visits

_____

   (g) Band talks

_____

6. Who ensures that the High School lists get to the fulfillment center before first cut-off for mail outs?

_____

7. Who monitors Marine Corps responsible ASVAB schools scheduling?

_____

8. Who is responsible for NROTC submissions?

_____

Command Recruiting Program

1. Who is responsible for monitoring the program?

_____

2. How is it monitored? _____

3. Are the reports on file? Y N

4. How long are they kept on file? _____

5. What is the manday to contract ratio?
   PRASP _____
   PTAD _____

6. What is done with the RS's Command Recruiting Report?

_____

_____

Recruiting Support Program

1. What is done with Recruiting Support Program reports?

_____

_____

2. Who is responsible for it? _____

3. How is it monitored? _____

4. Are reports on file? _____

5. How many man days were allocated to the District? _____

6. How many recruiter aides are presently being used by the District?

_____

7. How many mandays are still available to be used? _____

8. What is the present man day to contract ratio? _____

9. How many EAD recruiters are allocated to the District?

_____

10. Are all billets filled? Y N

11. How many EADs are not in production billets? _____

12. How many contracts have been written FYTD from the Recruiter Aide Program? _____

13. How many contracts have been written FYTD from the EAD Program? _____

Recruitment Advertising Command/Staff Relations

1. Has a District Recruitment Advertising Plan been approved by the district Commanding Officer and published? Y N

2. Does the District Recruitment Advertising Plan reflect the goals and objectives of the national Recruitment Advertising Plan? Y N

3. Does the District Recruitment Advertising Plan state the district Commanding Officers goals and objectives? Y N

4. Does the RAO have a copy of the National Recruitment Advertising Plan and the District OPLAN? Y N

5. Does the RAO review and maintain RS Recruitment Advertising Plans and Budget and Spending Reports? Y N

6. Is the RAO informed of information and events within the District? Y N

7. Does the RAO have access to the CO? Y N

8. Is the RAO assigned collateral duties which detract or prevent the RAO from being able to complete assigned missions and functions? Y N

9. Does the RAO and the local contracted advertising agency representative collaborate to develop the District Recruitment Advertising Plan? Y N

Recruitment Advertising Internal Information

1. Does the RAO contribute to District newsletters? Y N

2. Does the RAO participate in command briefs? Y N

3. Does the RAO provide a monthly advertising brief to the District Commanding Officer? Y N

4. Does the RAO regularly distribute media advertisement information to MPAs and recruiters? Y N

5. Does the RAO forward to Recruiting Stations announcements and schedules of upcoming advertising efforts? Y N

6. Does the RAO encourage the local representative of the contracted advertising agency to present ideas for consideration by the command for RS and District wide initiatives. Y N

Recruitment Advertising External Information

1. Does the RAO maintain complete and accurate PSA evalutation reports on all TV, cablepas and radios for the District? Y N

2. Does the RAO maintain regular contact with Recruiting Stations to assist in their local media efforts? Y N

3. Does the RAO monitor and track the effectiveness of the district Public Service Announcement Program? Y N

4. Does the RAO regularly assist and supervise media visits to solicit PSA support and make "thank-you" contacts? Y N

5. Does the RAO maintain marketing data and provide analysis regarding attitudes, propensity, media habits and life style trends related to our target market? Y N

6. Does the RAO maintain marketing data and provide analysis regarding market share and advertising efforts? Y N

7. Does the RAO conduct an in depth analysis of market share at the RS level to identify trouble spots? Y N

8. Does the RAO review and analyze the District efforts report and provide feedback and analysis? Y N

9. Does the RAO monitor the effectiveness of the District's Priority Prospect Card Program? Y N

10. Does the RAO maintain and update the District zip code database as needed for fulfillment operations? Y N

11. Does the RAO maintain regular contact with RS MPAs to assist in their local media efforts? Y N

12. Does the RAO use current contracting, pool, and shipping data to make decisions related to advertising efforts? Y N

13. Does the RAO utilize the contracted advertising agency's professional knowledge of media trends in their District to maximize the Marine Corps marketing and advertising efforts? Y N

14. Does the RAO maintain marketing data and conduct analysis to insure diversity markets are identified and fully incorporated into the districts advertising plan? Y N

Recruitment Advertising Recruiter Support

1. Does the RAO utilize the District's advertising agency representative to access national creative executions? Y N

2. Does the RAO utilize the contracted advertising agency to train the command, and recruiters on direct marketing programs (internet, direct mail, EAC) and the Marine Corps awareness efforts (nationally and locally)? Y N

3. Does the RAO utilize the local advertising agency representative's professional knowledge of the Marine Corps brand image to evaluate advertising opportunities, and locally executed creative executions? Y N

4. Does the RAO conduct a minimum of two training sessions per year with RS MPAs on roles and responsibilities and advertising and marketing skills? Y N

5. Does the RAO conduct a minimum of one RS visit and one District wide advertising training meeting per year? Y N

6. Does the RAO equitably support each RS with resources and efforts? Y N

7. Does the RAO have an effective program to manage Recruiter Support Material? Y N

8. Does the RAO train for, coordinate, and supervise Enhanced Area Canvassing events? Y N

9. Does the RAO develop/execute local awareness activities to integrate with national campaigns? Y N

10. Does the RAO promote the use of the Recruiter Production Package? Y N

11. Does the RAO have an effective program to track Recruiter Supplied Names submissions? Y N

12. Does the RAO insure recruiting stations are aware of direct mail efforts and provide the dates, target and intent of the communication? Y N

13. Does the RAO review the advertising agency representative's travel and activities reports? Does the RAO incorporate the representatives reports into the District after action reports? Y N

_____

_____

_____

14. Does the RAO have a year-in-sight and plan for the District advertising budget? Y N

15. Does the RAO submit a quarterly Advertising Obligation Report to MCRC(M)? Y N

16. Does the RAO have a plan for purchasing distributing district promotional items? Y N

17. Does the RAO submit a monthly obligation report to the Comptroller? Y N

18. Does the RAO monitor the use of the Quick Leads program? Y N

19. Does the RAO participate in District recruiting campaigns and special recruiting offensives? Y N

20. Does the RAO maintain a schedule of significant awareness generating events conducted in the District each year? Y N

21. Has the RAO established a criteria for evaluating the effectiveness advertising efforts? Y N

Comments:_____

_____

_____

_____

_____

SECTION 3: CONTACT TEAM/TRAINING

1. How is the Contact Team structured?

_____

_____

_____

2. How long has each member been assigned and what previous recruiting experience has each member had?

Contact Team Officer _____
Contact Team NCOIC _____
Contact Team Member _____
Contact Team Member _____

3. How often is the District Orientation Course (DOC) conducted?

_____

4. When was the last DOC conducted? _____

5. How many newly assigned COs, XOs OPSOs, and Sergeants Major need to attend the DOC? _____

6. How often is the District NCOIC course conducted? _____

7. When was the last NCOIC course conducted? _____

8. How many RSS NCOICs are there in the District? _____

9. How many days are dedicated to the NCOIC course? _____

10. Does the course adequately cover the subjects outlined by the Volume III? Y N
If "no", why? _____

_____

11. Does the Contact Team maintain copies of each RSs training plans? Y N

12. Does the Contact Team track PAR training completion on newly assigned recruiters? Y N

13. Does the Contact Team ensure that the RS's are submitting 3,6, and 9 month recruiter evaluation summaries once completed? Y N

14. Does the Contact Team ensure the RS's are submitting 1, 3, and 6 month evaluations on NCOICs once completed? Y N

15. How does the Contact Team monitor the conduct of the RS's Refresher and Reinforcement (R/R)(Sustainment) Training?

_____
_____
_____
_____

16. Does the District ensure that each RS conducts a minimum of 12 hours of R/R training each quarter? Y N
If "no", specify. _____

_____

_____

17. Are the subjects for R/R training taught at each RS appropriate as outlined in the Volume, III Guidebook for Recruiting Operations? Y N
If no, which RSs need further guidance on training? Be specific.

_____

_____

_____

18. Does the Contact Team have a training plan? Y N

19. Does the Contact Team follow the training plan? Y N

20. How is the training documented? _____

_____

_____

21. How often does the Contact Team visit RSs or RSSs?

_____

22. Does the Contact Team assist the RS's periodically in the conduct of PAR/Refresher and Reinforcement Training? Y N

23. Has every RI in the District attended RIC? Y N
If "no", why? _____

_____

24. Does the Contact Team conduct Training and Assistance inspections at the RS and RSS? Y N
If "yes", where in the last 12 months? If "no", why?

_____

_____

25. Has the Contact Team conducted an SRI in every RS at least once in the past year? Y N

26. Has every member of the Contact Team attended the Contact Team Course? Y N

27. Does the Contact Team conduct sales training reviews within 60-90 days after RMC with new command group members as directed by Volume III? Y N

28. Does the Contact team conduct Systematic Recruiting training reviews within 60-90 days after RMC with new command group members as directed in Volume III? Y N

29. Does the Contact Team conduct Interpersonal Management training reviews with new command group members within 60-90 days of RMC, as directed in Volume III? Y N

30. Are Lesson Plans and student handouts on hand for the NCOIC Course? Y N
(a) Who ensures they are up to date? _____
(b) Are coaching kits on hand? Y N
(1) How many? _____
(2) Are they complete? Y N
(c) Are Applications kits on hand? Y N
(d) How does the District monitor training conducted by RIs on PSS Applications? _____

31. Who conducts training at the NCOIC Course?
_____
_____
_____

32. Does the Contact Team conduct RS command group training for each RS command group once per year? Y N

33. Does the Contact Team conduct billet specific workshops for each RS command group billet at least once per year? Y N

34. How often does the Contact Team conduct training with the Recruiter Instructors? _____

SECTION 4:OFFICER PROCUREMENT

General

1. Summarize the following: Past FY district mission attainment, current FY mission and current FY mission attainment to date:
_____
_____
_____

DISTRICT PERSONNEL:

	NAME	RANK	DCTB	RTD	OSOC GRAD?
AOP					Y N
AAOP					Y N
AOP CHIEF					Y N
CORPSMAN					Y N
SECRETARY					Y N

Remarks: _____
_____
_____
_____

Administration (Officer Procurement)

1. Does the District have a copy of the following references:

(a)	MCO P1100.73_ (MPPM Vol. III, OFFPROC)	Y	N
(b)	Guidebook for Officer Selection Officers, Vol. II	Y	N
(c)	MCO 1542.2_ (FIP)	Y	N
(d)	MCO 7220.43_ (FAP)	Y	N
(e)	MCO 3770.1_ (MCFOP)	Y	N
(f)	MCO 1770.2_ (NOE)	Y	N
(g)	MCO 1040.9_ (ECP)	Y	N
(h)	MCO 1560.15_ (MECEP)	Y	N
(i)	MCO 1040R.10_ (SMCR Direct Commissioning Program)	Y	N
(j)	MCO 1560.24_ (BOOST)	Y	N
(k)	SECNAVINST 5216.5_ (Navy Correspondence Manual)	Y	N
(l)	MCO P1080.20_ (MCTFS Codes Manual)	Y	N
(m)	Current Barron's Profile of American Colleges	Y	N
(n)	Current American Council on Education's Accredited Institutions of Postsecondary Education	Y	N

Turn-over

1. Does each member of the AOP shop maintain a Turnover File? Y N

2. Are desktop procedures maintained by the AAOP, AOP Chief, Secretary, Corpsman? Y N

Training Plan

1. Is there a district training plan for training of the Officer Selection Teams (OSTs)? Y N

2. Are training records being maintained for OSO'S, Officer Selection Assistants (OSA) and Secretary's? Y N

3. How often does the AOP visit the OSOs for training and how is training conducted?

_____
_____
_____
_____

4. What follow-up actions are taken? _____
_____
_____
_____

5. Upon conclusion of assistance visits are trip reports made to the District CO, via the DRO, copy to the RS CO? Y N

6. Do RS COs receive a verbal debrief at the conclusion of each visit? Y N

7. Does the AOP inspect each OST biennially, as required by Volume II, Chapter 12001? Y N

8. How long the inspection results kept on file?

_____

_____

9. Does the AOP ensure that discrepancies noted during the biennial inspection are corrected in a timely manner? Y N

Civilian Personnel

1. Is the secretary position description up to date to include all assigned responsibilities? Y N

2. Does the secretary have a copy of his/her position description? Y N

Navy Medical Representation

1. Does the District have a Navy medical representative assigned? Y N
If "YES" how long in billet? _____
If "NO", What is being done to fill the billet?

_____

_____

_____

2. Has the Navy medical representative received "appropriate" training/familiarity with the recruiting environment? Has he/she attend OSOC, RMC? Has he/she visited MCRC and BUMED?

_____

_____

_____

_____

3. Is the Navy medical representative involved in OSO training? Y N
If "YES", how so?

_____

_____

_____

_____

4. Does the District have a process for tracking physicals from submittal to being declared PQ or NPQ? Y N

5. Are officer candidate physicals forwarded to NAOMI in a timely manner to ensure adequate time for processing? Y N

6. Does the District maintain medical records on applicants for a period of one year after disenrollment/disapproval? Y N

7. Is the Navy medical representative tasked with other duties in the District? If "YES', what duties? Y N

_____

_____

_____

Files

1. Are residuals held for a minimum of one year after disenrollment/disapproval? Y N

2. Does the District maintain a residual on lieutenants until they report to TBS? Y N

3. Is a copy of the latest PLC audit maintained? Y N

Finance/Settlement Checks

1. Effective system established for the accountability of OCS final settlement checks? Y N

2. Are undelivered checks maintained in a limited access safe? Y N

Correspondence

1. Is the District making an informative endorsement on all correspondence to HQMC? Y N

2. Is the authorized selection/non-selection letter being used? Y N

Resistance Reports

1. Do you have any problems with institutions of higher learning that bar recruiting personnel from their premises? Y N

2. Are they being reported per the Omnibus Appropriations Act of 1996? Y N

3. Are demonstrations against recruiting personnel being reported per the MPPM? Y N

MCFOP/MCFIP

1. How often do you conduct MCFOP events and how are they conducted?

_____

_____

_____

2. Are the last three MCFOP/MCFIP acitivity reports on file? Y N

3. Does the District maintain the data necessar for submission of the Flight Indoctrination Program (FIP) Final Report? Y N

4. Is the MCFOP Flight Authorization approval letter for the current AAOP on file? Y N

5. How many OSO's in the District utilize MCFOP/MCFIP? _____

Officer Pool Management

1. Is a tracking system established to ensure that 90% of the eligible candidates attend PLC senior training? Y N

2. What system is in place to ensure that RFO's for returning seniors are submitted on time?

_____

_____

_____

3. What system is in place to ensure that all required RFO's are submitted?

_____

_____

4. Are RFA's submitted according to the mission letter (at least 4 months prior to the date of appointment requested)? Y N

5. How does the District ensure that RFA's are timely and complete?_____

_____

6. What are the current NOE cases?

_____

_____

_____

7. Is the District experiencing any problems with NOE? Y N

8. Is the pool report accurate? by category grad/year/program? Y N

9. How is the pool report verified? _____

_____

10. What percentage of PLC law lieutenants participated/will participate in the summer TAD law program? _____%

Officer Mission Planning and Execution

1. Based on the MCRC mission letter, how is each OSO assigned a mission?

_____

_____

_____

_____

2. When conducting a market analysis, are factors such as demographics, experience level, past performance, etc., considered? Y N

3. Are the current mission letter and year-in-sight in accordance with Volume II guidance? Y N

4. Did the AOP generate a written annual mission plan? Y N

5. How is advertising provided for the OSOs? _____

_____

_____

6. Is the officer procurement budget sufficient? Y N

_____

_____

7. Does the annual mission plan address the following:

(a) PLC mission	Y	N
(b) OCC mission	Y	N
(c) Mission analysis previous FY	Y	N
(d) Year in sight	Y	N
(e) Goals and objectives	Y	N
(f) College relations program	Y	N
(g) Budget for current FY	Y	N
(h) Advertising plan	Y	N
(i) Training plan	Y	N

Execution

1. What system is used to ensure that applications are complete and correct prior to being sent to MCRC?

_____

_____

_____

2. Explain the District board process and waiver process for officer applications. _____

_____

_____

3. Are PLC and OCC boards made up of a minimum of three District Officers? Y N

4. Does the AAOP verify the ASTB score? Y N

5. Does an effective system exist for tracking the status of an application? Y N
Describe the system being employed. _____

_____

_____

6. Is a computer spreadsheet used for tracking shipping pool/accession pool? Y N

7. What actions are taken at shipping - PFT? Itineraries? Reports?

_____

_____

_____

_____

SECTION 5: NROTC

NROTC Administration

SUMMARIZE THE FOLLOWING: Past FY district mission attainment, current FY mission and current FY mission attainment to date: _____

_____

_____

District NROTC Personnel

NAME	RANK	DCTB	RTD

References

1. Does the District have a copy of the following references:

   a. MCO P1100.73_ (MPPM OFFPROC) Y N
   b. MCO 1306.17_ (Administration of Marines appointed Midshipmen) Y N
   c. Marine Corps Bulletin 1120 (Current Year) Y N
   d. Users Guide (Personalized Officer Recruiting and Tracking) Y N

Turn-over

1. Does the command maintain a NROTC turnover file? Y N

NROTC Files

1. Does the District maintain records of all submitted NROTC applicants? Y N

2. Does the District maintain a copy of the A Roster, the "BE" Roster and the "No Match" Roster? Y N

3. Is a copy of the latest Board Eligible Roster maintained? Y N

Planning

1. Does the annual mission plan address the NROTC mission? Y N

Execution

1. Is Relay Gold being utilized? (not required) Y N

2. Are all documents submitted with either originals or certified true copies? Y N

3. Are applications complete? Y N

4. Are applicants packages organized properly? Y N

5. Are officer interview forms legible? Y N

6. Does an effective system exist for tracking the status of an application? Y N

Describe the system being employed. _____

_____

_____

_____

_____

Management

1. Are all NROTC applicants/packages sent through the District representative? Y N

2. Does the District representative check all packages before releasing to MCRC? Y N

NROTC Presentation

1. Who provides the NROTC presentations to the high schools?

_____

_____

2. How many NROTC presentations were conducted by the District?

_____

3. Is there a standardized brief format? Y N

SECTION 5: HUMAN RESOURCES

1. Is the District KVN Program implemented and actively maintained IAW MCO 1754.2_ and MCRCO 1754.1? Y N

_____

_____

_____

2. Is a Family Readiness Officer (FRO) appointed in writing IAW MCO 1754.2_ and MCRCO 1754.1? Y N

3. Has a Key Volunteer Coordinator and Key Volunteers been appointed in writing IAW MCO 1754.2A_ and MCRCO 1754.1? Y N

4. Are KVC and KV appointment letters maintained in file IAW MCO 1754.2_ and MCRCO 1754.1? Y N

5. Are the KVC and the KVs trained IAW MCO 1754.2_ and MCRCO 1754.1? Y N

6. Does the District have a sponsorship program IAW MCO 1320.1? Y N

7. Does the District send welcome aboard packages to inbound personnel? Y N

8. Are office spaces, computers, and administrative support provided to members of the KV network IAW MCO 1754.2_ and MCRCO 1754.1? Y N

9. Does the District maintain a central KVN directory IAW MCO 1754.2_ and MCRCO 1754.1? Y N

10. Has the District Family Readiness Support Program Coordinator published an annual training schedule? Y N

11. Does the District hold an annual meeting with spouses and a semi-annual conference the KVN with the Commanding Officer IAW MCRCO 1754.1? Y N

12. Are KVN expenses included in annual budget requirements IAW MCRCO 1754.1? Y N

13. Are members of the KVN reimbursed for allowable expenses IAW MCO 1754.2_ and MCRCO 1754.1? Y N

14. Are records and documentation relating to policy and guidance for the KVN transferred to the Washington National Records Center when 4 years old? Y N

15. Are KVN administrative and program records destroyed when 5 years old IAW MCO 1754.2_ and MCRCO 1754.1? Y N

16. Has a "spouse to spouse" mentoring/sponsorship program been established IAW MCRCO 1754.1? Y N

Comments:_____

_____

_____

_____

SECTION 6: COMPTROLLER

General

1. Are the following directives on hand?

   a. DOD 7000.14-R DoD Financial Management Regulations Y N

   b. MCO 7000.1_ Center of Influence/POOLEE Y N

   c. MCO P7300.20 SABRS Financial Procedures Manual Y N

   d. MCO 5200.24_ Marine Cors Internal Management Control Program Y N

2. Are all applicable SABRS Users Manuals on hand? Y N

3. Are the following reports on file for the current year?

   a. Fund Administrator Management Report (GFSPXR16) Y N

   b. M&S Weekly Update (GFSM258/GFSPM275) Y N

c. Validated Quarterly ULO Listing (GFSPM150) Y N

d. NULO Negative Unliq Transactions (GFSPM118) Y N

e. DNR Undistributed Transactions (GFSPE120) Y N

f. IDB Undistributed Transactions (GFSPE240) Y N

g. Daily Travel Order Report (GFSPT504) Y N

h. FA Unsettled Travel Order Report/TON Log (GFSPT 147/GFSPT265/7) Y N

4. Financial Status

a. How is the CO/DSO informed on the status funds?

_____

_____

_____

b. Are monthly/quarterly/annual reports submitted to MCRC on time and in accordance with current directives? Y N

5. Does the District conduct fiscal inspections on each Recruiting Stations and Fund Administrators? Y N

a. Are the results available for review? Y N

Accounting

1. Does the District have an established reconciliation process which ensures all transactions on the official accounting records are valid? Y N

2. Are the unliquidated orders being validated on a quarterly basis? Y N

3. Are negative unliquidated orders being worked? Y N

a. How many and what is the $ amount on the M118 report?

_____

_____

_____

b. How long have they been on the report?

_____

_____

4. Are the unmatched document transactions(UMD) being worked? Y N

a. How many documents are on the E120/E240 listing? _____

5. Are prior year accounts being closed in a timely basis? Y N

FY	Authorized	Obligated	Balance
94	_____	_____	_____
95	_____	_____	_____
96	_____	_____	_____
97	_____	_____	_____
98	_____	_____	_____

Budgeting

1. Has the District provided adequate budget guidance to the Recruiting Stations? Y N

2. Does the District's budget guidance include specific goals designated to support the mission of the command? Y N

3. Is the District's budget available for review? Y N

4. Are actual obligations being compared to the commander's approved budget plan on a frequent and recurring basis? Y N

5. Are the appropriate categories (CACs) being utilized? Y N

6. Does the District have an adequate means of identifying the status of TAD funds and the remaining requirements for the current fiscal year? Y N

7. Are reconciliations between fiscal and supply being conducted properly? Y N

8. Are additional funds being requested from MCRC only after considering alternative approaches of internal realignment of funds on hand? Y N

Internal Controls

1. Has an Internal Management Control Program been established in accordance with MCO 5200.24_? Y N

2. Does the District maintain an inventory of assessable units that is updated annually? Y N

3. Does the District continuously monitor and improve the effectiveness of internal controls associated with their programs? Y N

4. Has the District established a process to identify and correct internal control weaknesses? Y N

5. When required, does the District report material internal control weaknesses and corrective actions to the next level of command? Y N

6. Has the District provided subordinate commanders with appropriate guidance? Y N

7. Are military and civilian personnel responsible for systems of control identified, and are fitness reports/performance appraisals for these individuals reflecting management control responsibilities? Y N

8. Has the District established a central focal point for program management, coordination and oversight? Y N

9. Annually (15 September) has the District submitted to MCRC a Management Control Certification and Results of Management Control Evaluation Statement? Y N

10. Does the annual statement summarize the results of internal control evaluations and the command's rationale for the statement of reasonable assurance on the effectiveness of the internal controls including the number of evaluations performed and used by the District in the evaluation process? Y N

11. Is the required documentation on hand to meet the objectives of the Internal Management Control Program?

a. System Documentation Y N
b. Review Documentation Y N
c. Certification Statement Y N

Comments: _____

SECTION 7: PUBLIC AFFAIRS

Command/Staff Relationships

1. Does the Commanding Officer take an active part in public affairs activities? (SECNAVINST 5720.44_ w/ch 1, para. 0104.b.4.b) Y N

2. Does the Public Affairs have direct access to the Commanding Officer n all public affairs matters?
(SECNAVINST 5720.44_ w/Ch 1, para. 0104.b.4.b.7) Y N

3. Is the PAO a member of the Special Staff? (FMFM 3-1, Para. 1344) Y N

4. Does the District have a public affairs SOP?
(SECNAVINST 5720.44_ w/ch 1, para 0104.b) Y N

5. Does the Public Affairs Office have a permanent retention file and desktop procedures for all major recurring programs and events? Y N

6. Is public affairs an element of consideration for all emergency planning? (SECNAVINST 5720.44_ w/ch 1, para 0802.b.2) Y N

7. Does the District share public affairs lessons learned with the rest of the Marine Corps? (MCO 5000.17) Y N

Public Affairs Campaign Plan

1. Does the District have a Public Affairs Campaign Plan?
(SECNAVINST 5720.44A w/ch 1, para. 0104.b.4.c.3) Y N

2. Have diversity themes been incorporated into the public affairs campaign plan?
(SECNAVINST 5720.44A w/ch 1, para. 0104.b.4.c.3 and 0602.a) Y N

3. Does the PA Campaign Plan contain guidance on Community Relations programs? (Commandant's Planning Guidance dated 1 July 1995, para. 11.c.4) Y N

4. Is the PA Campaign Plan coordinated with the HQMC Division of Public Affairs Campaign Plan? (Commandant's Planning Guidance dated 1 July 1995, para. 11.c.2) Y N

5. Is the PA Campaign Plan updated at least quarterly?
(Commandant's Planning Guidance dated 1 July 1995, para. 11.c.2) Y N

6. Is the PA Campaign Plan aligned with CMC's programmatic priorities?
(Marine Corps Public Affairs Campaign Plan) Y N

7. Does the PAO publish an annual milestone/events PA calendar to facilitate long range planning?
(Marine Corps Public Affairs Campaign Plan) Y N

Community Relations

1. Are public affairs personnel knowledgeable of the basic criteria for determining the propriety of Marine Corps participation in a community relations event? (SECNAVINST 5720.44_ w/ch 1, para 0402) Y N

2. Has the District established a planned program of tours of the installation? (SECNAVINST 5720.44_ w/ch 1, para 0405.a) Y N

3. Does the District periodically hold an "open house"?
(SECNAVINST 5720.44_ w/ch 1, para 0405.a nd G-0405) Y N

4. Does the District participate in public events that support Recruiting? (SECNAVINST 5720.44_ w/ch 1, para 0414.d) Y N

5. Does the PAO have a method of ensuring support for the Marine Corps Band, both in and outside the community relations area of responsibility?
(MCO P5000.18, chapter 4) Y N

6. Does the District have an active speakers program, with appropriate speaker support materials? (SECNAVINST 5720.44_ w/ch 1, para 0308.i)? Y N

7. Does the District maintain an up-to-date contact file on civic, service, veterans, professional, and para-professional groups in the community? (SECNAVINST 5720.44_ w/ch 1, para 0406.a.3) Y N

8. Does the District have official membership in civic organizations?
(SECNAVINST 5720.44_ w/ch 1, para 0406.a) Y N

9. Does the Commanding Officer and other senior officers/SNCOs in the Headquarters maintain relations with local chapters of veterans' and military-related organizations?
(SECNAVINST 5720.44_ w/ch 1, para 0406.a) Y N

10. Does the PAO ensure support for civilian fund-raising activities is in accordance with the Joint Ethics Regulations and other DoD Instructions? (DODI 5500.7-R, para 3-210, DoDI 5410.18, para V.C., and DoDI 5410.19, para F.1.a.(5)-(6)) Y N

Public Information

1. Are releases of national interest coordinated with higher headquarters? (SECNAVINST 5720.44_ w/ch 1, para. 0104.b.4.c.4) Y N

2. Can the PAO release news of local interest?
(SECNAVINST 5720.44_ w/ch 1, para. 0104.b.4.c.4) Y N

3. Does the District have an inquiry staffing process that ensures responsiveness to public and media inquiry?
(SECNAVINST 5720.44_ w/ch 1, para. 0303) Y N

4. Does the District maintain background files and current descriptive information covering organization, mission and history of the unit/command or installation? (SECNAVINST 5720.44_ w/ch 1, para. 0104.b.4.c) Y N

5. Does the District maintain biographical files to include official photographs? (SECNAVINST 5720.44_ w/ch 1, para 0511.h and 0511.i) Y N

6. Does the District maintain close (positive) relations with the media?
(SECNAVINST 5720.44_ w/ch 1, para 030) Y N

7. Does the PAO have a media listing?
(SECNAVINST 5720.44_ w/ch 1, para. G-0304.f) Y N

8. Is visual information support adequate to accomplish the public affairs mission? (MCO P5290.1, para 5013) Y N

9. Does the District maintain copies of news releases, and answers to news queries? (SECNAVINST 5720.44_ w/ch 1, para 0306.b and 0306.i) Y N

10. Does the District actively participate in the Fleet Home Town News Program? (SECNAVINST 5720.44_ w/ch 1, para. 0104.b.4.c.5) Y N

11. Is preparation of FHTN release part of the check-in process?
(SECNAVINST 5724.3) Y N

12. Are the requirements of the Freedom of Information and Privacy Acts understood by command personnel assigned to public affairs duties?
(SECNAVINST 5720.44_ w/ch 1, para 0302.f and 0204.b) Y N

Internal Information

1. Are all HQMC-level products (Marines, MCNEWS, etc.) received and used?
(SECNAVINST 5720.44_ w/ch 1, para 0202d) Y N

2. Does the District forward to CMC (PAM) copies of all news stories/ photographs/captions that have potential for use in Marines and MCNEWS?
(SECNAVINST 5720.44_ w/ch 1, para. 0202.d.1 and para. 0202.d.3) Y N

3. Does the District provide input for "Navy-Marine Corps News This Week"? (SECNAVINST 5720.44_ w/ch 1, para. 0202.c.2.e) Y N

4. Were clippings (audio/video/print) of news items of Marine Corps interest submitted to CMC (PAM)?
(SECNAVINST 5720.44_ w/ch 1, para. 0202.d.2) Y N

5. Does the District have an information vehicle to disseminate information to members of the command, such as a newsletter, newspaper, or other media/information channel? (Marine Corps Manual, para. 2813) Y N

6. Is the District newspaper governed by a contract between the command and a publisher? (MCO 5600.47 and MCO P5600.31_) Y N

7. Is the contract current and valid? (MCO 5600.47 and MCO P5600.31_) Y N

8. Does the District newspaper incorporate some form of two-way communication? (SECNAVINST 5720.44_ w/ch 1, para 0205.e) Y N

9. Does the PAO maintain liaison with MPAs to coordinate stories, etc.?
(SECNAVINST 5720.44_ w/ch 1, para 0303.b) Y N

10. Does the PAO have a system by which to ensure comprehensive and periodic internal coverage of all units, programs, issues, and events?
(SECNAVINST 5720.44_ w/ch 1, para 0205.e) Y N

11. If the District has an appropriated funds newspaper, has it conducted a study within the past three years on the feasibility of converting to a commercial enterprise newspaper? (DODI 5120.4, pp. 8 and 7-1) Y N

Media Operations

1. Does the PAO have input/representation during the planning stages of major media operations?
(SECNAVINST 5720.44A w/ch 1, para. 0104.b.4.c.8) Y N

2. Does the District incorporate public affairs planning for media coverage requirements into major media incidents?
(SECNAVINST 5720.44_ w/ch 1, para 0303.b) Y N

3. Does the PAO have access to sensitive material and information so that he or she can understand operational and administrative matters of importance to the District?
(SECNAVINST 5720.44_ w/ch 1, para 0501.a) Y N

4. Is the public affairs staff exercised in crisis or contingency response? (SECNAVINST 5720.44_ w/ch 1, para 0806.b) Y N

5. Do contingency plans reflect integrated public affairs guidance?
(SECNAVINST 5720.44_) Y N

6. Does the PAO have designated equipment and personnel capable of supporting a short notice Media Incident or other deployment? (Public Affairs Requirements Study, chapter 3) Y N

7. Does the District understand its requirements to support the DoD 9 Principles of Combat coverage? (MCO 5720.67) Y N

8. Are PAOs and SNCOs trained to write public affairs guidance? (MCO 5700.5) Y N

9. Are PAOs and SNCOs trained to write Annex Fs in accordance with JOPS? (SECNAVINST 5720.44_) Y N

Administration and Training

1. Did the Public Affairs Officer establish an MOS training program? (MCO 1510.62) Y N

2. Does the District maintain current directives/regulations that govern the proper execution of the public affair function? (MCO P5215.1G, para. 6001.1) Y N

3. Does the public affairs office provide media training to members of the District staff who would likely be involved in conducting media interviews? (Commandant's Planning Guidance, para. 11.c.3) Y N

4.Does the public affairs office provide orientation/training and offer assistance to MPAs to ensure their understanding of their public affairs duties? (SECNAVINST 5720.44_ w/ch 1, para 0303.b) Y N

SECTION 8: INFORMATION SYSTEMS MANAGEMENT

1. Has the District Information Systems Management Office (ISMO) been inspected by higher headquarters in the last year? Y N

2. If "YES", give date of inspection and inspecting organization

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SECTION 9: OVERALL EVALUATION

Mission Capable _____ Non Mission Capable_____

Comments:

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4. Were clippings (audio/video/print) of news items of Marine Corps interest submitted to CMC (PAM)?
(SECNAVINST 5720.44_ w/ch 1, para. 0202.d.2) Y N

5. Does the District have an information vehicle to disseminate information to members of the command, such as a newsletter, newspaper, or other media/information channel? (Marine Corps Manual, para. 2813) Y N

6. Is the District newspaper governed by a contract between the command and a publisher? (MCO 5600.47 and MCO P5600.31_) Y N

7. Is the contract current and valid? (MCO 5600.47 and MCO P5600.31_) Y N

8. Does the District newspaper incorporate some form of two-way communication? (SECNAVINST 5720.44_ w/ch 1, para 0205.e) Y N

9. Does the PAO maintain liaison with MPAs to coordinate stories, etc.?
(SECNAVINST 5720.44_ w/ch 1, para 0303.b) Y N

10. Does the PAO have a system by which to ensure comprehensive and periodic internal coverage of all units, programs, issues, and events?
(SECNAVINST 5720.44_ w/ch 1, para 0205.e) Y N

11. If the District has an appropriated funds newspaper, has it conducted a study within the past three years on the feasibility of converting to a commercial enterprise newspaper? (DODI 5120.4, pp. 8 and 7-1) Y N

Media Operations

1. Does the PAO have input/representation during the planning stages of major media operations?
(SECNAVINST 5720.44A w/ch 1, para. 0104.b.4.c.8) Y N

2. Does the District incorporate public affairs planning for media coverage requirements into major media incidents?
(SECNAVINST 5720.44_ w/ch 1, para 0303.b) Y N

3. Does the PAO have access to sensitive material and information so that he or she can understand operational and administrative matters of importance to the District?
(SECNAVINST 5720.44_ w/ch 1, para 0501.a) Y N

4. Is the public affairs staff exercised in crisis or contingency response? (SECNAVINST 5720.44_ w/ch 1, para 0806.b) Y N

5. Do contingency plans reflect integrated public affairs guidance?
(SECNAVINST 5720.44_) Y N

6. Does the PAO have designated equipment and personnel capable of supporting a short notice Media Incident or other deployment? (Public Affairs Requirements Study, chapter 3) Y N

7. Does the District understand its requirements to support the DoD 9 Principles of Combat coverage? (MCO 5720.67) Y N

8. Are PAOs and SNCOs trained to write public affairs guidance? (MCO 5700.5) Y N

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SECTION 9: OVERALL EVALUATION

Mission Capable _____ Non Mission Capable_____

Comments:

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