



EXECUTIVE SERVICES
DIRECTORATE

DEPARTMENT OF DEFENSE
WASHINGTON HEADQUARTERS SERVICES
1155 DEFENSE PENTAGON
WASHINGTON, DC 20301-1155



ACTION MEMO

December 15, 2015


FOR: DIRECTOR, INFORMATION AND PERFORMANCE MANAGEMENT (RA-IPM)

FROM: DoD CLEARANCE OFFICER, WHS/ESD

SUBJECT: Office of Management and Budget Emergency Submission for Voluntary
Military Education Programs Advertising and Marketing Practices

- The Under Secretary of Defense for Personnel and Readiness is submitting the subject requirement for emergency review and approval of the subject information collection (IC).
- The purpose of this emergency submission is to obtain data from a group of ten educational institutions on the topic of aggressive advertising and marketing targeting Service members and their spouses.
- This emergency submission is necessary because the report to Congress on the topic of aggressive advertising and marketing is due on March 30, 2016 and anticipated data collection will be 30 days.
- The DoD cannot reasonably comply with the normal clearance procedures under title 5, the Code of Federal Regulations (CFR), Part 1320, since such procedures would delay or disrupt the collection of the information.
- As the DoD Clearance Officer, I have reviewed the submission and determined that it complies with the Paperwork Reduction Act (PRA) and its implementing regulation, title 5, CFR, Part 1320, "*Controlling Paperwork Burdens on the Public.*"
- The PRA submission package and the Statement of Determination are attached.

RECOMMENDATION: Provide coordination signature.

COORDINATION: 
Karin Appel, Office of the DoD CIO/RA-IPM

Attachment(s):
As stated

Prepared by: Frederick Licari, WHS/ESD Directives Division, 571-372-0493