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OFFICE OF THE ASSISTANT SECRETARY OF DEFENSE

4000 DEFENSE PENTAGON

WASHINGTON, D.C. 20301-4000

MANPOWER AND
RESERVE AFFAIRS

SUBJECT: Collection of Institution Advertising and Marketing Data Instructions

OMB CONTROL NUMBER: XXXX-XXXX
OMB EXPIRATION DATE: XX/XX/XXXX

1. Each institution shall submit a report, which includes the institution's:
 - a. Total marketing, advertising, and recruitment budget (expenditures) for FY14 (1 October 2013 through 30 September 2014)
 - b. Percentage of marketing, advertising, and recruitment budget (expenditures) targeting service members. A military service member is defined as "a member of the U.S. Armed Forces.
2. Please use the following instructions to assist with calculating marketing, advertising, and recruitment budgets request in Section 1.:
 - a. **Total budget for advertising, marketing and recruitment** - This amount is the total educational institution's budget geared towards marketing, advertising, and recruitment whether directed toward the Military service member.
 - b. **Percentage of total budget cost primarily used to reach service members** - This includes only the portion of the educational institution's budget that is primarily used for advertising, marketing and recruitment to Military service members.
3. The following items are provided as examples of expenditures to be included in 1b. when determining the percentage of the institution's total marketing, advertising, and recruitment, which is used to reach Military service members. Your reporting should also include costs to reach the Service member population overseas.
 - a. Staff costs, for employees whose primary duties relate to supporting marketing, advertisements, and recruitment targeting Military service members, including creating materials and/or conducting recruiting activities.
 - b. Print materials – magazines, newspapers/supplements, taxi/bus/subway placards, direct mailings, etc. Include the total costs to create, produce, and display/distribute all print materials distributed

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directly on a Military installation as well as any print materials distributed off installation primarily intended to reach Military service members.

- c. Media Commercials/Advertisements – radio, television, film, web, and social media on or off installation primarily intended to reach Military service members. Include the total costs to create, produce, and distribute all media modalities.
- d. Promotional items – calendars, pencils, key chains, etc. distributed on or off installation primarily intended to reach Military service members.
- e. Marketing research activities – new program development and advertising agency costs, if the primary audience of the new degree program was the Military service members include the total research and development cost (e.g., Cybersecurity, Homeland Security). Specific academic department costs associated with program development should not be included, only include costs related to marketing, advertising, and recruitment.
- f. Recruiting/retention activities – web development, outreach personnel costs, admission events, admission and marketing directors, etc.
- g. Other – any other product or staff resource used for marketing, advertising, and/or recruiting efforts primarily intended to reach Military service members that is not expressly specified in items a.-f.

4. When making determinations about items to be include in 1b. do not include any product or staff costs that are not primarily intended to reach Military service members.

5. Please submit your response on official letterhead via email to osd.pentagon.ousd-p-r.mbx.vol-edu-compliance@mail.mil, with the subject line, “*School Name*: Advertising and Marketing Report to Congress Data Request”, no later than [Date TBD] 2015.

6. The public reporting burden for this collection of information is estimated to average 24 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing the burden, to the Department of Defense, Washington Headquarters Services, Executive Services Directorate, Directives Division, 4800 Mark Center Drive, East Tower, Suite 02G09, Alexandria, VA 22350-3100 [Insert OMB Control Number]. Respondents should be aware that notwithstanding any other provision of law, no person shall be subject to any penalty for failing to comply with a collection of information if it does not display a currently valid OMB control number.