



**DEPARTMENT OF DEFENSE
DEFENSE HUMAN RESOURCES ACTIVITY
DEFENSE MANPOWER DATA CENTER**
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ALEXANDRIA, VA 22350-4000

November 17, 2015

MEMORANDUM FOR: WHS/ICB (ATTN: Mr. Fred Licari); AMRG (ATTN: Ms. Andrea Zucker)

SUBJECT: Army Civilian Brand Study - Focus Groups

As requested, DMDC has reviewed the subject study protocol and its supporting materials as part of the OMB submission process through WHS/ICB. The concerns raised in our review have been adequately addressed. Our recommendation to WHS/ICB is that the study protocol and the data collection materials are sufficiently designed and developed in order to be sent forward as required to obtain OMB clearance for a Public Information Collection.

The point of contact for this review is Mr. Anthony Whyde, (571) 372-7386,
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