

MCRCO 7000.1
COMPT
28 Aug 03

MARINE CORPS RECRUITING COMMAND ORDER 7000.1

From: Commanding General
To: Distribution List

Subj: MARINE CORPS CENTERS OF INFLUENCE (COI) PROGRAM/FUNDED DELAYED
ENTRY PROGRAM (DEP/POOLEE) FUNCTIONS

Ref: (a) Guidebook for RS Operations (Volume III)
(b) MCO P4200.15G, Marine Corps Purchasing Procedures Manual
(c) JFTR, para U4125
(d) JFTR, para U7030
(e) CG, MCRC Policy Ltr 6-02

Encl: (1) Centers of Influence Event Request Form
(2) Funded Poolee Event Request/Approval Form
(3) Centers of Influence Sample Guest List and Instructions
(4) Sample Letter to COI Participant

1. Purpose. To provide instructions for the administration and use of funds for the Marine Corps Centers of Influence (COI) Program/Funded Delayed Entry Program (DEP/Poolee) Functions. Influencers are defined as individuals within the civilian community who are in a position to influence the attitude, policies, or laws which could influence prospective recruits toward service in the Marine Corps. The objective of the COI program is to generate leads and gain support by informing prospective applicants and civilian influencers about Marine Corps opportunities and needs. All events must be planned to meet this objective. Included within the definition of COI's are civic and business leaders, educators, members of professional groups, high school coaches, high school band directors, media representatives, key radio and TV station representatives, high school or college students capable of exerting influence on their peers, and other influential individuals or groups. Additionally, reference (a) established goals and objectives for the Marine Corps Recruiting Pool Program. To enhance the recruiter's ability to maintain the pool, funded poolee functions are authorized.

2. Policy. The following policy is established regarding Center of Influence events and poolee events:

a. All COI/Poolee events must receive advance approval by the respective district commanding officer (CO) utilizing enclosures (1) and (2). Enclosure (2) must have approval signatures from both the Recruiting Station (RS) and the Recruiting Substation (RSS).

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b. Each COI event should not exceed a total cost of \$2,500 with a per-person limit of \$25 for dinner, \$15 for lunch, and \$10 for breakfast/brunch. Events to be conducted solely for student COI will be casual in nature and cost should not exceed \$10 per person. The RS CO may request funding waivers from the Commanding General, Marine Corps Recruiting Region (Comptroller) via their district CO. When fully justified, waivers will be considered for events supporting priority programs.

c. For Poolee events, each RS is authorized to expend \$8,000 per fiscal year. The number and location of these events are determined by the RS CO. A single event will not exceed a total cost of \$800 with a per person limit of \$8.50. When necessary, waivers to this monetary limit may be approved by the cognizant district CO. Each approved waiver must also be briefed to the respective Region Commanding General (Comptroller).

d. Events to be held at commercial establishments may be held only at restaurants/clubs agreeing not to charge for "no shows" as long as such cancellations are received at least 24 hours prior to the event. The district CO may approve exceptions to this policy on a case-by-case basis. In addition, since the contract is between the Government and the vendor, state and/or local sales taxes will not be included in the cost. However, if the vendor insists that they be paid, refer to paragraph 7003 of reference (b) for additional guidance.

e. Contracting for the events will be per reference (b) and executed by the RS or district headquarters as appropriate. Contracts shall be executed only by properly appointed ordering officers or contracting officers. Under no circumstances will an individual recruiter personally fund the event and seek reimbursement via an out-of-pocket claim. Payments can be made directly to the vendor using a government purchase card convenience check or Citidirect government purchase card. If the vendor will not accept either form of payment, Defense Finance and Accounting Service (DFAS) Kansas City, Missouri must then make the payment. Each payment submission will include the approved COI Event Request Form and the Voucher for Transfers Between Appropriations and/or Funds, SF 1080. Contracting for these events will help to alleviate the inconvenience and possible financial burden imposed on recruiters by funding events from personal resources.

f. The ratio of military and DoD members to civilian guests will not exceed 1 to 3 for a COI event. Normally, more benefit is obtained if the host or guest attends the event without the spouse. However, if determined to be appropriate to invite the spouse, the spouse should be counted in the same category as the guest.

g. There must be at least three poolees or poolee civilian guests per each military/DoD member. If the presence of the military spouse is deemed essential to the poolee function, the spouse will be counted as a DoD member. Attendance of the poolee's immediate family is encouraged on a one-time basis.

h. Student COI events should be conducted as casual low cost outings, picnics, barbecues, etc. The events should be designed as military orientation presentations and should include student leaders, student athletes, student JROTC leaders, members of the Delayed Entry Program, students with an expressed interest in the Marine Corps, and other students capable of influencing peers toward enlistment in the Marine Corps.

i. A representative from the RS, Officer Selection Office, or the RSS NCOIC must attend each event.

j. Funds for COI and Poolee function events will not be expended for the following:

- (1) Lavish or extravagant events
 - (2) Personal expenses of tour guests
 - (3) Purchase of alcoholic beverages
 - (4) Frequent events for the same guests
 - (5) Organizational anniversaries and celebrations
 - (6) Participation in public or special events where admission, seating, or other accommodations and facilities connected with the event are restricted as to race, creed, color, sex, or national origin.
 - (7) Circumvention of regulations or restrictions prescribed by any other directives.
 - (8) Any purpose for which the use of appropriated funds is expressly prohibited.
 - (9) Incidental Recruiter Out-of-Pocket Expenses (ROPE) incurred by recruiters in day-to-day operations.
 - (10) To conduct an event solely for the purpose of entertainment.
- All events must be conducted in support of increased/improved recruitment.

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(11) The purchase of tickets for sporting events or entertainment events.

(12) Entertaining prospective applicants individually, with the exception of lawyer recruitment.

(13) In conjunction with the Command Visit Program or educator workshops. Command visits and educator workshops are public affairs functions and will be held separate and distinct from the Recruiting COI Program.

k. Military personnel required to participate in COI functions will not be furnished meals as part of the COI. If the members are in receipt of a furnished meal, the unit must collect \$3.25 to supplement the BAS payment the members receive monthly. Personnel under temporary additional duty orders will not be entitled to per diem/actual expense allowance for the government-furnished meal, as determined by reference (c). The temporary additional duty orders will include a statement as follows: "Deductible meals as defined in Appendix J, Joint Federal Travel Regulations, Volume I, to be provided on _____."

l. All events will be funded from the RS/district operating funds. Contracting for the events is the responsibility of the requesting activity. Contracts shall be executed only by properly appointed ordering officer, purchasing officer or contracting officer.

m. The expenditure of funds for the purchase of food items or meals for events not falling within the guidelines of this program is prohibited. This does not preclude the reimbursement of recruiters for normal ROPE under the authority contained in reference (d). However, the use of ROPE claims to fund COI events are prohibited.

3. Action

a. The MCRC Assistant, Chief of Staff, Comptroller will:

(1) Implement this program and maintain staff cognizance over its operation.

b. District CO's will:

(1) Approve/disapprove all requests for hosting COI events ensuring that only those events most beneficial to the Marine Corps "recruiting effort" are authorized.

(2) Ensure that all events conform to the guidelines stipulated herein.

(3) Budget for COI events under the Cost Account Code (CAC) RDA0 (Centers of Influence).

(4) Budget for poolee functions under Cost Account Code (CAC) RDB0.

(5) Ensure that hosting of a headquarters COI event conforms to the applicable procedures outlined in paragraph 3c of this Order.

(6) Review of guest list for COI events to ensure compliance with guidelines.

(7) Review and approve waivers to the limits specified in this Order.

c. RS CO's will:

(1) Budget for COI events under the Cost Account Code (CAC) RDA0 (Centers of Influence).

(2) Budget for poolee functions under Cost Account Code (CAC) RDB0.

(3) Submit a COI Event Request to the district CO at least 2 weeks prior to the desired date. Enclosure (1) is a sample request.

(4) Ensure that a RS representative, officer selection office representative, or the RSS SNCOIC attends each approved event. The RS CO or executive officer should attend when possible.

(5) Ensure compliance with all necessary regulations and requirements for high-risk pool events as published in reference (e).

(6) After district approval obtain the signature of a properly appointed ordering officer in block 24 of the DD Form 1155, or, if appointed as an ordering officer in writing, sign Block 24 of the DD Form 1155 of a requested event, and execute the contract in accordance with reference (b).

(7) Within 5 workdays after the completion of the COI event, complete Section III of the COI Event Request and forward the form to the district CO with a finalized guest list attached, in the format of enclosure (3).

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(8) Upon receipt of the vendor's invoice, have a Marine recruiter as the command representative who attended the event certify invoice of the services by completing Block 26 of the DD Form 1155. Forward the form with vendor's invoice to DFAS for proper payment. (See paragraph 2e if the government purchase card convenience check or CitiDirect Government Purchase Card is used.) A copy of the approved COI Event Request and COI guest list will be forwarded with the DD Form 1155 or SF 1080.

(9) Conduct periodic surveys of COI guests. Enclosure (4) is provided as a guide to assist in the development of an appropriate follow up letter to the attendees.

(10) RS CO's should periodically review their funded poolee program to ensure its cost effectiveness in terms of generating contracts, maintaining low pool attrition, and/or reducing attrition rates from previous years, etc.

4. Forms. COI/Poolee Form, enclosure (1) and (2), should be reproduced locally. DD Form 1155 and SF 1080 may be requisitioned through the normal supply system.

C. CORTEZ

DISTRIBUTION: A

CENTERS OF INFLUENCE EVENT REQUEST FORM

Date _____

Section I

Recruiting Station: _____
 Type Event: _____
 Proposed Date: _____
 Planned Participants: _____
 USMC Personnel: _____
 DOD Personnel: _____
 Civilian Personnel: _____
 Event Location: _____

Estimated per person cost: _____
 Total Cost: _____

I certify that this event will conform to the guidelines established in MCRCO 7000.1.

Recruiting Station CO Signature

Section II

Approved _____ Disapproved _____

Approved with a waiver _____

REMARKS:

This event (is) (is not) certified to be a necessary and appropriate recruiting expense and (does) (does not) conform to the guidelines contained in MCRCO 7000.1.

(District Commanding Officer Signature)

ENCLOSURE (1)

Section III

The COI event (was) (was not) held as scheduled.

Final Cost: _____
Finalized Guest List is attached.

REMARKS:

(Recruiting Station Commanding Officer Signature)

ENCLOSURE (1)

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FUNDED POOLEE EVENT REQUEST/APPROVAL FORM

Date _____

Section I

Recruiting Station: _____
Recruiting Substation: _____
Type Event: _____
Proposed Date: _____
Size of Pool/# of Participants: _____
Event Location: _____
Estimated per person cost: _____
Total Cost: _____

Recruiting Station Commanding Officer Signature

Section II

Approved: _____
Remarks: _____

Disapproved: _____

District Commanding Officer Signature

Section III

The funded poolee event was/was not held as scheduled.
Final cost: _____
Finalized Guest List is attached.
Remarks: _____

Recruiting Station CO Signature

ENCLOSURE (2)

CENTERS OF INFLUENCE
SAMPLE GUEST LIST AND INSTRUCTIONS

(Recruiting Station Commanding Officer retains one copy, one copy forwarded with NavCompt Form 1155 to the DFAS-KC for payment, copy forwarded to the cognizant District Commanding Officer.)

Marine Corps Recruiting Personnel:

| | |
|-----------------------|---------------------------------|
| LtCol C. P. Stevenson | CO, RS Hartford, CT |
| *GySgt Hunt | Recruiter, RS, Philadelphia, PA |

Other DOD Personnel:

None

Civilian Personnel:

| | |
|-------------------------|--|
| Mr. Reginald Coleman | President, Philadelphia Police Athletic League |
| Mrs. Krista Green | City Councilwoman in Denver |
| Ms. Debbi Edwards | President of United Employment |
| Mrs. Shirley Battaglini | Instructor, Mount Vernon Recreational Complex |
| Ms. Barbara Coleman | Superintendent of Schools, Philadelphia, PA |

"No Shows"

| | |
|------------------------|--------------------------|
| Mr. Ronald B. Williams | Reporter, New York Times |
|------------------------|--------------------------|

Summary:

Total in attendance: _____
Total DOD members: _____
Total civilian attendees: _____

Remarks:

The 1 to 3 ratio was exceeded due to last-minute cancellation by Mr. R. B. Williams

*TAD Per Diem Status

1. List spouse of recruiting personnel under recruiting personnel with an explanation of reason for attendance. The spouse will be counted as a DoD member in the 1:3 ratio.
2. Personnel on TAD per diem status will indicate on their travel voucher that a government meal was provided (paragraph 4i). Identify by an asterisk (*) on this request form.
3. List the names with affiliation, under civilian personnel, for all guests attending the events.
4. Summarize and state total numbers in attendance.
5. If ratio of military versus civilian personnel in attendance exceeds 1 to 3, use remarks section on the guest list to provide additional explanation.

ENCLOSURE (3)

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SAMPLE LETTER TO COI PARTICIPANT

Dear _____:

I am corresponding with you on behalf of my Marines who sponsored a (type event) at the (location) on (date). I hope that you found the occasion informative, beneficial, and enjoyable.

The purpose of the function was to provide the vehicle to mutually exchange ideas, opinions and concepts on how to improve the Marine Corps communications with the community.

Would you take the time to let me know what your impression was of the (event)? Your idea will make future get-togethers more meaningful. I have provided a pre-addressed, postage paid envelope for your convenience.

Please accept my thanks for your participation in the (event) and for your considerate reply.

Sincerely,

ENCLOSURE (4)