UNITED STATES MARINE CORPS
MARINE CORPS RECRUITING COMMAND
3280 RUSSELL ROAD
QUANTICO, VA 22134-5103

MCRCO 7000.1 Ch 1
A
14 Jun 99

MARINE CORPS RECRUITING COMMAND ORDER 7000.1 Ch 1

From: Commanding General
To: Distribution List

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

1. Purpose. To direct pen changes to the basic order.

2. Action. On page 5, paragraph 3(a) replace "The Assistant Chief of Staff, Resources, Programs, Facilities and Logistics" with "Assistant Chief of Staff, Comptroller."

3. Filing Instructions. This change transmittal will be filed immediately following the signature page.

Darren S. Boyd
By direction

DISTRIBUTION: A

UNITED STATES MARINE CORPS
MARINE CORPS RECRUITING COMMAND
3280 RUSSELL ROAD
QUANTICO, VA 22134-5103

IN REPLY REFER TO
7000
A
2 Jun 99

From: Adjutant
To: AC/S, Comptroller

Subj: CENTERS OF INFLUENCE (COI) PROGRAMS/FUNDED DELAYED ENTRY PROGRAM (POOLEE) FUNCTIONS

Ref: (a) MCO 5212.1G

Encl: (1) MCRCO 7000.1

1. The enclosure is forwarded for annual review, per the reference. It is requested that the enclosure be reviewed and returned to the Adjutant not later than 11 June 99, with the below action annotated:

(a) ✓ No action required. ~~Order was revised July 97.~~

(b) ✓ The order is current but requires corrections which have been annotated on the enclosure and need to be approved/signed by the Commanding General. Change needed due to separation of Comptroller & Logistics.

(c) ___ The order is not current and must be rewritten. Corrections have been made to the enclosure.

(d) ___ The order is not current and is being rewritten. The order will be rewritten and furnished via separate correspondence not later than _____.

DARREN S. BOYD

UNITED STATES MARINE CORPS
MARINE CORPS RECRUITING COMMAND
2 NAVY ANNEX
WASHINGTON DC 20380-1775

MCRCO 7000.1
C
2 Jul 97

MARINE CORPS RECRUITING COMMAND ORDER 7000.1

From: Commanding General, Marine Corps Recruiting Command
To: Distribution List

Subj: CENTERS OF INFLUENCE (COI) PROGRAM/FUNDED DELAYED ENTRY PROGRAM (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

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 Participation

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 utilizing enclosures (1) and (2). Enclosure (2) must show both the Recruiting Station and the Recruiting Substation.

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 centers of influence will be casual in nature and cost should not exceed $10 per person. When determined to be necessary, requests for waivers of the limits should be forwarded by the cognizant Marine Corps District to the Commanding General, Marine Corps Recruiting Command (Comptroller). When fully justified, waivers will be considered for events supporting priority programs.

c. For Poolee functions, each Recruiting Station (RS) is authorized to expend $7,000 per fiscal year. The number and location of these events are determined by the RS CO. A single event should not exceed a total cost of $700 with a per person limit of $7.50. When necessary, waivers to this monetary limit may be approved by the cognizant district CO.

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. Exceptions to this policy may be approved by the district commanding officer on a case-by-case basis. In addition, since the contract is between the Government and the vendor, state and/or local sales taxes should not normally 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 IAW reference (b) and executed by the recruiting station 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 will be made directly to the vendor by the Defense Finance and Accounting Service, (DFAS) Kansas City, Missouri. Each payment submission will include the approved COI Event Request Form and payment Voucher (IMPREST FUND) or the Voucher for Disbursement and/or Collection, NavCompt Form 2277. Purchases may also be made from the International Merchant Purchasing Authorization Card (IMPAC). Contracting for these events will help to alleviate the inconvenience and possible financial burden which might be imposed on recruiters by funding events from personal resources.

f. The ratio of military and DoD members to civilian guests should 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 should 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 recruiting station, officer selection office, or recruiting substation 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) incurrence 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.

(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 separately and distinct from the Recruiting COI Program.

k. Military personnel required to participate in COI functions will be furnished the meal at no cost to the member, funded as part of the COI; ROPE will not be used for reimbursement. 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 recruiting station/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 is prohibited.

3. Action

a. The Assistant Chief of Staff, Resources, Programs, Facilities and Logistics will:

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

(2) Approve requests for waivers to the limits specified in this Order.

b. District Commanding Officers 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 obligations 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.

c. Recruiting Station Commanding Officers 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 commanding officer at least 2 weeks prior to the desired date. Enclosure (1) is a sample request.

(4) Ensure that a recruiting station representative, officer selection office representative, or the recruiting substation NCOIC attends each approved event. The recruiting station commanding officer or executive officer should attend when possible.

(5) 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).

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

(7) 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 2d if imprest fund or IMPAC is utilized.) A copy of the approved COI Event Request and COI guest list will be forwarded with the DD Form 1155 or Navcompt Form 2277.

(8) 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.

(9) Recruiting Station 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 NavCompt Form 2277 may be requisitioned through the normal supply system.

J. W. KLIMP

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)

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:_____ Disapproved:_____
Remarks:

_____
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, and one copy forwarded to the cognizant District Commanding Officer.)

Marine Corps Recruiting Personnel:

LtCol C. P. Stevison	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 the 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

ENCLOSURE (3)

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. M. W. Lamb.

*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.

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)