

## ANNEX D MARINE CORPS RECRUITING COMMAND

### ANNEX D TO MARINE CORPS ROADMAP FOR THE CENTENNIALS OF NAVAL AVIATION & MARINE AVIATION MARINE CORPS RECRUITING COMMAND

#### 1. Situation.

a. General. This annex provides an overview of planning considerations and concepts for Marine Corps Recruiting Command (MCRC) in support of the Marine Corps Roadmap for the Centennials of Naval Aviation & Marine Aviation (Roadmap) during calendar years 2011 and 2012.

b. Focus. The Key Elements and Themes laid out in the Roadmap are inherent to the message of the Marine Corps and will become another contributor to achieving MCRC's mission of recruiting America's premier "Force in Readiness." This is especially true in regard to aviation related officer accessions and enlisted aviation programs. MCRC will focus its efforts on influencers and prospective Recruits.

c. Assistant Commandant of the Marine Corps (ACMC) Intent. "To capitalize on enduring relationships and recurring events that the Marine Corps enjoys. A positive and valued reflection of the Marine Corps and its ACE will be the end state of our efforts."

2. Mission. From January 2011 through May 2012 Marine Corps Recruiting Command will support the celebration of the Centennials of Naval Aviation and Marine Aviation by integrating the Roadmap's key elements, themes, and associations to key themes into MCRC's overall goals and strategy as opportunities present themselves.

#### 3. Execution.

a. Commander's Intent. MCRC will support the Centennials of Naval Aviation and Marine Aviation by integrating the Roadmap's key elements and themes into all appropriate levels and methods of communication used with the highlighted target audience. The intent is to leverage the nature of this event to help accomplish the mission at all levels of recruiting.

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b. Concept of Operations. MCRC, its Public Affairs agencies, advertising section, and subordinate commands will incorporate Centennial key elements and themes into all applicable materials and media. MCRC and its subordinate commands will coordinate and synchronize recruiting efforts with planned centennial events to maximize exposure of potential recruits to the Marine Corps and aviation opportunities within the Marine Corps.

c. Tasks.

(1) MCRC G-3 Operations:

(a) Assign support tasks to subordinate commands for community relations events and dedicated Centennial Events.

(b) Provide oversight to Regions and Districts as they plan, organize and coordinate events, inserting Roadmap key elements and themes into specific recruiting events (e.g. diversity events, educator workshops, and enhanced area canvassing events).

(c) Provide feasibility of support assessments in response to higher headquarters requests.

(d) Direct subordinate commanders to institute awareness and education plans in accordance with the Roadmap. Ensure all commands are aware of the Centennials and are able to communicate key themes of the Roadmap as appropriate.

(e) Direct Aviation Assistants for Officer Procurement (AAOP) to incorporate centennial themes and key elements into all Marine Corps Flight Program (MCFP) events.

(2) MCRC Advertising Department will:

(a) Where appropriate and timing permits, update marketing materials to include references to the centennials and key elements and themes. These updates should emphasize the unique capability Marine Aviation brings to the MAGTF and introduce prospective recruits and their influencers to the proud history of Marine Aviation and ground integration.

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(b) Where appropriate and timing permits, tailor advertising buys and production to incorporate centennial key elements and themes.

(c) Where appropriate and timing permits, tailor online advertising and social networking content to incorporate centennial key elements and themes.

(3) MCRC Public Affairs:

(a) Integrate Roadmap messages into MCRC strategic communication plans and appropriate activities.

(b) Disseminate lead agency key messages for use by Commanders, Officer Selection Officers (OSO) and Recruiters.

(c) Coordinate with HQMC's Strategic Communications Secretariat and other Offices of Primary Responsibility within HQMC and outside commands/units to support the Strategic Communication Plan.

(d) Provide appropriate counsel and media training to senior MCRC leadership and key personnel.

d. Coordinating Instructions.

(1) Command Relationships. MCRC command relationships for planning will be in accordance with the Roadmap with higher headquarters coordination and oversight. Participating planners at all levels are authorized and encouraged to communicate directly with each other and with other organizations. Such coordination should not be used in any situation where it would interfere with the responsibility and authority of a commander or disrupt the normal chain of command.

(2) Release of information.

(a) Sole release authority guidance regarding any particular topics concerning the Roadmap reside with HQMC, Division of Public Affairs (HQMC DivPA) and may be further delegated upon request as indicated in Annex B.

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(b) After HQMC DivPA has delegated release authority guidance, it is expected that field agencies may issue communiqués and news summaries within the guidance provided by Annex B.

(3) Information Management and Security.  
Established precautions and guidelines for information management and security apply.

4. Administration and Logistics

a. Administration. MCRC will have access to the Roadmap's scalable support matrix planning tool which will serve as a framework from which to identify and track Centennial events. As a dynamic spreadsheet, it is designed to serve as credible, single-source reference document to be regularly updated by all Major Supporting Commands (MSC) and HQMC divisions. This document will be a continual work-in-progress and is expected to adapt to current information.

b. Logistics.

(1) The majority of information and documentation is electronic in nature and is collected, stored or created via standard office desk-top machines, typically resident on servers or local hard-drives of individual planners. Accessibility will be made available through the MCRC Microsoft SharePoint site.

(2) See Annex I, Synchronization Matrix and other supporting Annexes for additional information.

5. Command and Signal

a. In conjunction with Commander, Naval Air Forces, who has the overall Department of the Navy lead, the Deputy Commandant for Aviation is the lead Marine Corps planner for the Centennials of Naval Aviation and Marine Aviation. All other organizations and commands are supporting for this effort.

b. The Commanding General of Marine Corps Recruiting Command will serve as the final authority to determine supportability of centennial events or initiatives by MCRC personnel or resources.