DEPARTMENT OF THE NAVY
UNITED STATES NAVAL ACADEMY
121 BLAKE ROAD
ANNAPOLIS MARYLAND 21402-1300

USNAINST 5720.1N
12/CGO

OCT 5 2009

USNA INSTRUCTION 5720.1N

From: Superintendent

Subj: OPERATION INFORMATION (OPINFO)

1. Purpose. To establish procedures and responsibilities for conducting Operation Information (OPINFO).

2. Cancellation. USNAINST 5720.1M. This directive is a complete revision and should be reviewed in its entirety. No special markings appear because changes are extensive.

3. Background. The Office of Admissions has administered OPINFO for more than 50 years with the objective of promoting the Naval Academy and increasing the awareness nationwide of the values and opportunities of a service academy education. The program involves participation by selected midshipmen to visit schools, engage with candidates and increase awareness of USNA in targeted cities and under-represented areas.

4. Mission. The mission of OPINFO is to provide direct, focused recruiting utilizing midshipmen to complement or achieve objectives outlined in the Naval Academy's strategic outreach plan.

5. Information. The OPINFO program will be conducted in association with three-day holiday weekends, Thanksgiving, Spring Break, and other leave periods. The holiday weekend OPINFO programs will normally involve five to seven midshipmen participants with one class day missed. The number of midshipmen normally targeted for participation in the pre-Thanksgiving OPINFO program will be based on strategic outreach objectives.

a. Notional Criteria for OPINFO Eligibility. Each midshipman applicant should:

(1) be a member of the First or Second Class (Third Class midshipmen may on an as required basis to meet a strategic marketing requirement;

(2) have a Cumulative Quality Point Ratio (CQPR) of at least a 2.50 with passing grades in all required courses; and

(3) have a satisfactory grade in both conduct and military performance, no Physical Education (PE) failing grades, and no Physical Readiness Test (PRT) deficiencies;

(4) obtain positive recommendations from the Chain of Command and each of the applicant's current instructors.

b. Criteria for OPINFO Selection. Each midshipman participant should:

(1) have a Projected Semester Quality Point Ratio of at least a 2.50 with no current D or F grades at the second marking period;

(2) have a satisfactory grade in both conduct and military performance, no PE failing grades, and no PRT deficiencies at the second marking period; and

(3) obtain positive recommendations from the Chain of Command and each of the applicant's current instructors.

c. Criteria for Selection for Spring Break OPINFO. Each midshipman participant must:

(1) have satisfactory grade in both conduct and military performance;
(2) obtain positive recommendations from Company Officers.

d. The Office of Admissions will select midshipmen for participation in OPINFO based upon the needs of the Academy. Selections will be based on applicant qualifications and their availability to travel to targeted cities and schools as identified by the Office of Admissions strategic outreach objectives. Waivers to designated criteria for selection and participation to meet the needs of the Naval Academy will only be granted with concurrence with the Chain of Command and the Office of Admissions.

e. OPINFO information will be distributed to the Brigade and volunteers for participation in designated cities and schools will be solicited at the beginning of each academic year. All volunteers will be initially screened by the applicant's Company and Battalion Officers per the above criteria. Midshipmen who apply for the pre-Thanksgiving OPINFO will be notified of provisional selection after dissemination of 6-week grades for the fall semester. Names of midshipmen selected to participate will be forwarded to Blue and Gold officers in selected cities who will assist in scheduling midshipmen for school and community events.

f. Speaking engagements in high schools and media appearances for midshipmen will be scheduled by Blue and Gold officers and the Office of Admissions staff.

6. Action

a. Commandant of Midshipmen. Conduct initial and final screening of all applicants per the criteria outlined in paragraph 5.

b. Office of Admissions

(1) Assume responsibility for overall coordination and management of OPINFO. The point of contact is Mr. Don Nelson, Assistant Director of Admissions for Plans and Programs.

(2) Effect all planning and coordination within the Blue and Gold organization to conduct OPINFO in the field.

(3) Provide the Commandant of Midshipmen with accurate updated lists of participating midshipmen.

(4) Coordinate and conduct briefings for participating midshipmen prior to departure for OPINFO events.

(5) Submit an OPINFO after-action report to the Dean of Admissions within 14 calendar days after the end of each session.

c. Public Affairs Officer. Together with the Office of Admissions brief midshipmen prior to participation in OPINFO events.

d. Midshipmen

(1) Obtain necessary support from Company Officers and current semester faculty.

(2) Submit application forms as directed by information from the Office of Admissions.

(3) File an after-action report with the Office of Admissions within seven days of returning from OPINFO participation.

/S/
J. L. FOWLER

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