



DEPARTMENT OF THE NAVY

COMMANDANT OF MIDSHIPMEN
U.S. NAVAL ACADEMY
101 BUCHANAN ROAD
ANNAPOLIS, MARYLAND 21402-5100

COMDTMIDNINST 1520.4A

CD&T

6 Jan 11

COMMANDANT OF MIDSHIPMEN INSTRUCTION 1520.4A

Subj: OFFICER PROFESSIONALISM AND CIVILITY TRAINING PROGRAM

Encl: (1) Officer Professionalism and Civility Training Program
Outline

1. Purpose. To outline objectives and responsibilities for planning and execution of the Officer Professionalism and Civility Training (OPCT) Program within the Brigade of Midshipmen.
2. Cancellation. COMDTMIDNINST 1520.4
3. Intent. To provide formalized instruction in military and social etiquette and protocol, dining skills, civility, multicultural awareness, and the role of the junior officer, both on and off the field of battle, and within society.
4. Objective. To provide Midshipmen the tools to use in protocol and etiquette that will enable them to move with ease and comfort in their professional and personal lives. Practical application of the tools can be applied in every social event attended by the Midshipmen. The Midshipmen will begin to incorporate the knowledge in their daily activities, which becomes a part of their total being.
5. Action
 - a. The Social Director will:
 - (1) Develop and maintain all Lesson Topics and Lesson Plans for the OPCT Program in accordance with the Mission of the U.S. Naval Academy, the Strategic Plan for the U.S. Naval Academy, and the Commandant's Standing Orders.

6 Jan 11

(2) Coordinate Scheduling of training with the Training Officer, the Scheduling Officer, other Naval Academy Complex divisions, departments, organizations, and outside activities as necessary.

(3) Instruct individuals and groups of Midshipmen on prepared topics as required.

b. The Assistant Character Development Officer will:

(1) Assist the Social Director as necessary in scheduling training sessions (location, time, and other necessary support) per other requirements as established for the Brigade of Midshipmen.

(2) Instruct groups of Midshipmen as required.

(3) Provide guidance and feedback on Lesson Topics and Lesson Plans.

(4) Supervise, mentor and instruct the Midshipman protocol staff.

c. Commandant's Staff, Battalion Officers, Company Officers, and Senior Enlisted Leaders will:

(1) Provide input and feedback on the OPCT Program and Lesson Topics as necessary.

(2) Attend individual training sessions as required.

(3) Reinforce intent through the daily activities of the Brigade of Midshipmen by ensuring that the appropriate civility, etiquette, protocol, and formality are observed.

(4) Reinforce the OPCT Program by scheduling, planning, and executing appropriate social events to serve as training opportunities for Midshipmen.

6 Jan 11

6. Review Responsibility. The Character Development and Training Director are responsible for the annual review of this instruction.



B. P. O'DONNELL

By direction

Distribution:

Non-Mids (Electronically)

6 Jan 11

OFFICER PROFESSIONALISM AND CIVILITY TRAINING PROGRAM OUTLINE

THE MIDSHIPMAN AS A PUBLIC FIGURE

I. PLEBE SUMMER - PROJECTING THE PROFESSIONAL IMAGE OF AN OFFICER IN THE NAVAL SERVICE

A. Professional Officer in the Naval Service

1. The image of a professional officer in the Naval service.
2. The image of the United States Naval Academy.
3. The components required for an officer in the Naval Service to achieve a professional polished image: Discussions, Examples, and Role
Playing Exercises:
 - a. First impressions
 - b. Introductions, Handshaking and Military Courtesies
shake hands
officer
 - (1) The correct way to make introductions and shake hands
 - (2) What a handshake reveals about a military officer
4. Body Language
Communication
unconsciously
 - a. Nonverbal vs. verbal communication
 - (1) Definition of verbal and nonverbal
in nonverbal and verbal communication.
 - (2) The stronger message when there is a conflict
 - (3) Conflicting messages
 - (4) Conveying messages intentionally or unconsciously
 - (5) The importance of knowing these messages
 - (6) "Reading" the other person
 - b. Poise
 - (1) Definition
 - (2) Practice under pressure
 - c. Eye Contact
 - (1) Signals within the military environment
 - (2) Signals within the social environment
 - d. Attitude
 - e. Body space and cultural differences
 - f. Sitting and standing
 - (1) Protocol for military situations
 - (2) Protocol for social situations

6 Jan 11

- (3) Preferred positions
 - g. Tone of voice
 - 5. Public Displays of Affection
 - a. What is permissible
 - b. What is not permissible
 - c. Taking the arm
 - (1) How
 - (2) Who
 - (3) When
 - 6. Tipping
 - a. Moderate restaurant
 - b. Upscale restaurant
 - c. Coat checking
 - d. Taxi
 - e. Hair salon
 - (1) Men
 - (2) Women
 - f. Food delivery to residence
 - g. Express service
 - h. Handling of luggage bags
 - (1) Airport
 - (2) Hotel
 - i. Restaurant or hotel bars
 - 7. Funerals
- B. Dining
 - 1. Approaching the table
 - 2. Correct use of silverware
 - 3. Napkin etiquette
 - 4. Correct way to pass food
 - 5. Eating correctly
 - 6. Exiting the table
 - 7. Practical application

II. MIDSHIPMEN 4/C - THE BASICS

- A. Protocol for Introductions
 - 1. Protocol for military introductions
 - 2. Protocol for introducing yourself
 - 3. Protocol for introducing others
- B. Forms of Address
 - 1. Titles
 - 2. Response to titles
 - 3. Official correspondence
 - 4. Official social correspondence
- C. Stationery

Enclosure (1)

6 Jan 11

1. Social and military correspondence (Examples displayed during seminars)
2. Stationery specifics
 - a. Calling cards
 - (1) Correct size and correct information on card
 - (2) Various ways of using calling card
 - b. Personal card vs. business card
 - (1) Correct size and correct information on card
 - (2) Correct use
 - c. Stationery use
 - (1) Writing paper
 - (2) Thank you notes
 - (3) Condolence notes
 - (4) Use of ink fountain pens
 - d. The personal signature in life
- D. Dress Attire for Military and Civilian Social Events
 1. Define formal
 2. Define informal
 3. Define casual
 4. Appearance
 5. Condition of garments
 6. Fit of garments
 7. Styles of dress
 - a. Fashions
 - b. Shoes and other accessories
- E. Receptions and Receiving Lines
 1. Various types of invitations
 - a. Type of written invitation
 - b. Appropriate styles
 - c. R.S.V.P.
 - d. Protocol in response to an invitation
 - e. Handwritten formal reply
 - f. Telephone
 - g. E-mail
 - h. Voice mail
 - i. Regrets
 - j. Regrets only
 - k. To remind
 2. Guest responsibilities when receiving an invitation
 3. How to go through a receiving line
 4. Making an entrance
 5. How to mingle and mix
 6. Etiquette in eating and drinking during reception

Enclosure (1)

6 Jan 11

7. How to make your exit from the reception
8. Thank you note
 - a. When is a thank you note appropriate?
 - b. Other appropriate forms of saying thank you
- F. Dining In-Depth
 1. Family style
 - a. Eating and drinking
 - b. Use of proper silverware
 2. Buffet (luncheon or dinner)
 - a. Buffet line
 - b. Eating and drinking
 - c. Use of proper silverware
 3. Formal dinner
 - a. Eating and drinking
 - b. Use of proper silverware
- G. Dances, Balls and Cotillions
 1. Practical application
 2. Event-specific training

III. MIDSHIPMEN 3/C - THE AUDIENCE

- A. Civilian Attire
 1. How to build a civilian wardrobe that is appropriate and credible
 2. Making an investment in quality pieces
 3. Tailoring
 4. Care of the garments
- B. Music in the Military
 1. Lecture on Concert Manners (partnering with Band Director and Staff)
 2. How to enter the aisle seat
 3. How to sit properly respecting body space of others
 4. Etiquette for applauding
 5. Intermission
 6. Exiting from the seat
- C. Good Grooming
 1. Appearance
 2. Skin care
 3. Hair
 4. Nails
 5. "Natural Look" in makeup for female Midshipmen

IV. MIDSHIPMEN 2/C - THE GUESTS

- A. International Protocol

Enclosure (1)

6 Jan 11

1. Use of titles
2. Cultural Awareness
 - a. Appropriate gift giving and receiving
 - b. Hospitality
 - c. Kissing
3. How the handshake in American Culture differs from the Middle East, Far East and Latin American countries
4. Handshaking with international kiss or kisses

V. MIDSHIPMEN 1/C - JUNIOR OFFICERS

- A. Practical application at Capstone Seminars
 1. Civilian attire
 2. Buffet dining
 3. Networking
 4. Personal cards
 5. Thank-you notes
- B. Transitioning
 1. Networking and connecting
 - a. The networking process
 - b. Building trust and friendship
 - c. Nurturing relationships
 - d. Benefits
- C. Reporting to a new duty station
- D. Entertaining in the home

VI. MIDSHIPMEN DESIRING ADDITIONAL TRAINING

- A. Making an appointment for individual or small group training
 1. Civilian events
 2. Military events
 3. Skill improvement in specific areas or topics

Enclosure (1)