



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

USNAINST 1650.4C
12/CGO

JUN 16 2010

USNA INSTRUCTION 1650.4C

From: Superintendent

Subj: NAVAL ACADEMY INFORMATION PROGRAM (NAIP) AWARDS

Ref: (a) SECNAVINST 1650.1H
(b) OPNAVINST 1531.2C
(c) USNAINST 1531.46C

Encl: (1) Award Details
(2) NAIP Awards Matrix
(3) NAIP Recommendation Form

1. Purpose. To outline instructions and specify eligibility for the determination and presentation of awards to participants in the NAIP.

2. Cancellation. USNAINST 1650.4B

3. Information. This instruction is a complete revision and should be reviewed in its entirety.

4. Background

a. As reflected in reference (a), awards are important symbols of public recognition for rewarding meritorious service, outstanding achievement, and other services which are above that normally expected and which distinguish an individual among those performing similar acts.

b. The value of an award is that it is given in cases only where it is clearly deserved. Awards recognizing specific acts should be bestowed as soon as possible after achievement.

c. The policies established herein support the Strategic Plan of the U.S. Naval Academy (USNA) by promoting admissions excellence in the NAIP organization. By recognizing strong performances by Naval Academy Information Officers (NAIO), the strategic imperative of identification, recruitment and retention of a talented Brigade of Midshipmen who will meet the future needs of the naval service, is enhanced and supported.

5. Information

a. The NAIP, established by reference (b) and outlined in reference (c), is a voluntary program consisting of active duty and reserve officers, retired military personnel, and civilians. Since its inception, the NAIP has played a major role in increasing the number and the quality of applications received by the Office of Admissions, and therefore the quality of candidates admitted to the USNA. Navy and Marine Corps Reserve officers may receive drill credit retirement points for their participation once approved to participate in their reserve status by the NAIP Reserve Coordinator and are issued additional duty/appropriate duty orders to USNA Admissions.

b. There is no immediate monetary compensation for NAIP participants, despite the fact that personal vehicles and telephones used in counseling and interviewing applicants involve personal expense. The success of the NAIP continues to rely upon the dedication and good will of the participants. The NAIP awards program exists to recognize and reward such dedication.

JUN 16 2010

c. Awards included under this program are:

- (1) Navy Recruiting Service Ribbon
- (2) Superintendent's Award
- (3) Commandant's Award
- (4) Dean of Admissions' Award
- (5) Director of Admissions' Award
- (6) Alumni Association Award
- (7) Awareness Award
- (8) Longevity Award
- (9) Retirement Award

d. Details concerning these awards are included in enclosure (1).

e. A matrix summarizing these NAIP awards is included as enclosure (2).

6. Action

a. Navy Reserve Blue and Gold Officers (BGOs). BGOs authorized to participate in the Reserve NAIP will comply with procedures outlined in USNAINST 1531.46C to request the Navy Recruiting Service Ribbon.

b. Area Coordinators (ACs). ACs will utilize enclosures (2) and (3) when submitting recommendations for all awards except the Superintendent's Award. Recommendations shall be submitted to the Blue and Gold Liaison Officer (BGO LO) no later than 1 June of each year.

c. Regional Directors (RDs). RDs will:

(1) Meet with other RDs and the Blue and Gold Liaison Officer (BGO LO), to recommend the recipient of the Superintendent's Award to the Candidate Guidance Officer.

(2) Determine the recipient of the Alumni Association Award in their Region.

d. Candidate Guidance Officer (CGO). Recommend to the Dean and Director of Admissions the recipients of the Superintendent's Award.

/s/
J. L. FOWLER

Distribution:
All Non-Mids (electronically)
Blue and Gold Officers (electronically)

JUN 16 2010

AWARD DETAILS

1. **SERVICE AWARD.** Navy Recruiting Service Ribbon

Reserve Naval Officers who participate in the Naval Academy Information Program (NAIP) in their reserve status for three consecutive years are eligible for a service award. The award is issued to an individual to denote NAIP service requirements fulfilled in a creditable manner. The authorization and eligibility requirements are shown in the following paragraph.

a. Authorization. SECNAVINST 1650.1H, USNAINST 1531.46C

b. Eligibility Requirements. Awarded to Navy Reserve Officers authorized to participate in the Reserve NAIP in support of fulfilling their programmatic responsibilities associated with recruiting or recruiting support of candidates seeking admission to the U.S. Naval Academy (USNA). Reserve Blue and Gold Officers (BGOs) must possess additional duty orders (ADDU) over a three-year continuous period of time during which all NAIP periodic training requirements are met. The award is issued to the individual whose performance has been recommended as acceptable by the Area Coordinator (AC). The award consists of a ribbon bar and letter only. No citation or certificate will be issued.

c. Frequency. Initial and subsequent awards for multiple three-year periods of acceptable support may be made by the Superintendent, USNA.

2. **ADDITIONAL AWARDS.** To recognize superior performance to NAIP members. Authorization and eligibility requirements are outlined in the following numbered paragraphs.

a. **Superintendent's Award**

(1) Authorization. USNAINST 1650.4C

(2) Eligibility Requirements. To recognize the top-performing Area Coordinator (AC) in the NAIP, the Superintendent's award is based on overall performance and contribution to USNA's mission throughout the year. Selection is made from recommendations of the Regional Directors (RDs), Blue and Gold Liaison Officer (BGO LO), Strategic Outreach Office, Director of Nominations and Appointments, and Head of the Candidate Guidance Office (CGO), USNA. Concurrent receipt of other awards for the same eligibility cycle is not a prerequisite. The name of the recipient is engraved on a USNA plaque delivered to the recipient and the award is accompanied by a suitable gift from the USNA Alumni Association. Criteria for selection include the following:

(a) Superior support to the core values of USNA and USNA's strategic initiatives.

(b) Status of candidate interviews, including completion rates, timeliness, standardization, and quality.

(c) Management and recruitment of BGOs who are representative of the local community and meet the needs of the Navy.

(d) Efforts to market USNA that has led to measured improvements in awareness, applications, and application completion rates.

(e) Relationship with Office of Admissions, USNA.

(f) Relationship with local Congressional Offices.

(3) Frequency. One awardee is selected annually by the Superintendent, USNA, and presentation is made at an appropriate ceremony.

JUN 16 2010

b. Commandant's Award

(1) Authorization. USNAINST 1650.4C

(2) Eligibility Requirements. To recognize the top-performing AC NAIP participant in each Region based on overall performance and contribution to the Naval Academy's mission throughout the year. Selection is made from recommendations for the Superintendent's Award as well as from the Area Coordinator Steering Committee (ACSC). Each recipient is presented with a plaque from Admissions with a suitable gift from the USNA Alumni Association. Criteria for selection include the following:

- (a) Superior support to the core values of USNA and USNA's strategic initiatives.
- (b) Status of candidate interviews, including completion rates, timeliness, standardization, and quality.
- (c) Management and recruitment of BGOs who are representative of the local community and meet the needs of the Navy.
- (d) Efforts to market USNA that has led to measured improvements in awareness, applications, and application completion rates.
- (e) Relationship with Office of Admissions, USNA.
- (f) Relationship with local Congressional Offices

(3) Frequency. One awardee from each Region is selected annually by the Dean of Admissions and presentation is made at an appropriate ceremony.

c. Dean of Admissions' Award

(1) Authorization. USNAINST 1650.4C

(2) Eligibility Requirements. To recognize the top-performing BGO (ACs are ineligible) in the NAIP, the Dean of Admissions' Award is based on overall performance and contribution to USNA's mission throughout the year. Selection is made from recommendations of the Regional Directors, Blue and Gold Liaison Officer, Strategic Outreach Office, Director of Nominations and Appointments, ACSC, and Head of the Candidate Guidance Officer, USNA. The recipient is presented with a plaque and a suitable gift from the Alumni Association. Criteria for selection include the following:

- (a) Superior support to the core values of USNA and USNA's strategic initiatives.
- (b) Status of candidate interviews, including completion rates, timeliness, standardization, and quality.
- (c) Management and recruitment of BGOs who represent the local community and the needs of the Navy.
- (d) Efforts to market USNA that has led to measured improvements in awareness, applications, and application completion rates.
- (e) Relationship with Office of Admissions, USNA.
- (f) Relationship with local Congressional Offices.

(3) Frequency. One awardee is selected annually by the Dean of Admissions, USNA, and presentation is made at an appropriate ceremony.

JUN 16 2010

d. Director of Admissions' Award

(1) Authorization. USNAINST 1650.4C

(2) Eligibility Requirements. Recognize the top performing BGO in each Region based on exceptional contributions to the NAIP. Selection is made from recommendations of the RDs, BGO LO, Strategic Outreach Office, Director of Nominations and Appointments, ACSC, and Head of the Candidate Guidance Officer, USNA. Each recipient is provided with a plaque and a Letter of Commendation signed by the Director of Admissions. Criteria for selection include the following:

- (a) Superior support to the core values of USNA and USNA's strategic initiatives.
- (b) Evaluation of candidate interviews, including completion rates, timeliness, standardization, and quality.
- (c) Management and recruitment of BGOs who represent the local community and the needs of the Navy.
- (d) Efforts to market USNA that has led to measured improvements in awareness, applications, and application completion rates.
- (e) Relationship with Office of Admissions, USNA.
- (f) Relationship with local Congressional Offices.

(3) Frequency. Awardees are selected annually from each Region. Presentation is made at an appropriate ceremony.

e. Alumni Association Award

(1) Authorization. USNAINST 1650.4C

(2) Eligibility Requirements. To recognize superior performance by a BGO in each Area Coordinator Region. Each recipient is presented with a Letter of Commendation signed by the Dean of Admissions and the President of the Alumni Association. Criteria for selection include the following:

- (a) Superior support to the core values of USNA.
- (b) Exceptional contributions to the NAIP program (e.g. sharing of best business practices).
- (c) Efforts to coordinate local Alumni Chapter, Parent's Clubs, affinity groups and other advocates to support the objectives of the Office of Admissions.

(3) Frequency. One awardee is selected annually by each AC, and presentation is made at an appropriate ceremony.

f. Awareness Award

1. Authorization. USNAINST 1650.4C

2. Eligibility Requirements. Any participant in the NAIP, based on exceptional contributions to the NAIP. Recipients are nominated by ACs and endorsed by RDs. Each recipient is provided with a Letter of Commendation signed by the Director of Admissions. Criteria for selection include the following:

JUN 16 2010

- (a) Superior support to the core values of USNA.
- (b) Successful recruitment of BGOs who represent the local community and meet the needs of the Navy.
- (c) Increasing awareness of USNA within the local community.
- (d) Sharing of best practices among fellow BGOs.

3. Frequency. One or more awardees are selected annually by each Regional Director, upon recommendation(s) of the AC, and presentation is made at an appropriate ceremony.

g. Longevity Award

1. Authorization. USNAINST1650.4C

2. Eligibility Requirements. Any participant in the NAIP, based on acceptable level of performance, over consecutive five-year periods of time. Each recipient is provided with a Certificate of Accomplishment signed by the Director of Admissions, initially accompanied by a suitable lapel or other form of indicia.

3. Frequency. Awarded to BGOs at their 5, 10 and 15-year periods with the NAIP.

h. Retirement Award

1. Authorization. USNAINST 1650.4C

2. Eligibility Requirements. Any participant in the NAIP leaving the NAIP after 20 or more years of service with distinction. Each recipient is provided with a suitable plaque and a Letter of Recognition signed by the Dean of Admissions.

3. Frequency. Whenever appropriate, and presentation is made at an appropriate ceremony.

NAVAL ACADEMY INFORMATION PROGRAM AWARDS MATRIX

Annual Award	Eligibility	Selected by	Award	Criteria	Presentation
Navy Recruiting Service Ribbon	Any USN/USNR member on orders to NAIP for a 3 year consecutive period	Director of Candidate Guidance	Navy Recruiting Service Ribbon bar	Fulfilled responsibilities as determined by AC and CGO over a 3 yr period	At the AC Conference, BGO training, or by the respective reserve/active command
Superintendent's Award	Any AC member of the NAIP	Dean of Admissions	Name engraved on plaque and certificate	"Most Valuable Player" (MVP) of all members of the NAIP based on overall performance and contribution	At the AC Conference or other appropriate ceremony
Commandant's Award	Any AC, one per region	CGO with recommendation from ACSC	Plaque and Certificate to individual	MVP of Area. Based on overall performance and contribution	At the AC Conference or other appropriate ceremony
Dean of Admissions Award	Any member of the NAIP (excluding ACs), one per area	Dean of Admissions	Certificate and letter to individual	Based on overall performance and contribution	Sent to the AC for presentation at own discretion
Director of Admissions Award	Any member of the NAIP	CGO with recommendation from ACSC	Certificate and letter to individual	NAIP members who have made an exceptional contribution to the NAIP	Sent to the AC for presentation at own discretion
Alumni Association Award	Any member of the NAIP (excluding ACs), one per region	Regional Director and Regional ACSC representative	Plaque and Certificate to individual	MVP of Region. Based on overall performance and contribution	At Area Seminar by AC or other appropriate ceremony
Awareness Award	Any member of the NAIP	AC and RD	Certificate and letter to individual	Based on overall performance and contribution	Sent to the AC for presentation at own discretion
Longevity Award	Any member of the NAIP	BGO LO and AC	Letter and lapel pin to individual	NAIP members who have served consecutive for 5, 10, or 15 years	Sent to the AC for presentation at own discretion
Retirement Award	Any member of the NAIP who has served for 20 years or more	Director of Candidate Guidance	Plaque and letter to individual	NAIP members who have served for 20 years or more	Sent to the AC for presentation at own discretion

JUN 16 2010

TO HAVE AWARDS
SENT TO **YOU**
MARK THIS BOX

TO HAVE AWARDS
SENT TO **INDIVIDUALS**
MARK THIS BOX

SEE STATUS REPORT FOR EXPLANATION OF AWARDS

AREA _____

NAVAL ACADEMY BLUE AND GOLD AWARD RECOMMENDATIONS

(Please Type or Print)

Submitted By: _____

Commandant's Award: _____
(Full Name/Rank/USN/USNR) (**TOP AC in Region**)

Dean of Admissions Certificate: (**Non-ACs Only**)
(Full Name and Address)

1) _____

2) _____

3) _____

4) _____

Director's Award:
(Full Name/Rank/
USN/USNR)(**BGO**)

1) _____

2) _____

3) _____

4) _____

5) _____

PLEASE RETURN TO Blue and Gold Liaison Officer NLT 1 June.

IF NO AWARDS ARE RECOMMENDED, PLEASE RETURN FORM FOR TRACKING PURPOSES
ADDITIONAL NAMES FROM LINES PROVIDED WILL BE DISCARDED

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