DEPARTMENT OF THE NAVY
UNITED STATES NAVAL ACADEMY
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USNAINST 5600.8
28/PAO

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USNA INSTRUCTION 5600.8

From: Superintendent

Subj: NAVAL ACADEMY PRINTING AND PUBLICATIONS INSTRUCTION

Ref: (a) SECNAVINST 7042.7K
(b) USNAINST 5870.1
(c) USNAINST 1531.53B
(d) Service Level Agreement Between U.S. Naval Academy and Defense Automated Printing Service, Annapolis

1. Purpose. To carry out provisions of references (a) through (d) by providing guidance for the management of printing and publications at the Naval Academy.

2. Cancellation. USNA Instruction 5600.6D

3. Background

a. Stringent controls, regulations, and policies are established by references (a) through (d) to make sure a program objective is maintained to maximize savings in manpower, equipment, and materials through the proper selection, use, and management of reprographic equipment.

b. Document Automation and Production Service (DAPS), Washington Office Group is a branch office of Department of Defense Document Automation and Production Service, Washington (MD/DC Operations). DAPS Annapolis supports printing requirements of the Naval Academy and other area activities.

4. Responsibilities

a. Public Affairs. Responsible for review of all publications, programs, and advertisements dealing with any materials to be distributed to the general public or news media. Provide graphic design artwork on an as-available basis.

b. Heads of Cost Centers and Sub-Cost Centers

(1) Responsible for the initial planning, technical and editorial content, and preparation of adequate specifications for publications, printing, and duplicating which they originate and for the obligation of funds for this purpose. Technical assistance is available from DAPS or the Director, Publications Branch, Public Affairs Office.

(2) Each Cost Center or Sub-Cost Center, as appropriate, that uses printing services will designate a Printing Liaison Representative in writing. This designee should provide maximum continuity in department printing/duplicating.

c. Printing Liaison Representative (PLR)

(1) Represents the Cost/Sub-Cost Center in all matters related to printing and duplicating and provides all liaison with the Publication Office and DAPS.

(2) Ensures adequate funds are available for printing jobs before work is sent to DAPS.

(3) Prepares or screens all printing requisitions.

(4) Either verbally or in writing obtain a quote estimate for the print job from DAPS. Prepare the DD-282 and forward the completed DD-282 to the appropriate financial technician to obtain the document number. Once the document number has been assigned forward the DD-282 to the purchase card holder that will be entering into DAPS online.

(5) Develops a departmental tickler for publication preparation deadlines and provides for coordination of priorities within area of responsibility.

(6) Exercises control over forms and continuing usage material, maintains proper stock levels, and coordinates all requirements for new forms with the Administrative Department. The Administrative Department should be advised whenever any local form (or other periodic publication) becomes obsolete, is revised, or superseded.

(7) Does not allow the applicable department to contract for private company printing services without proper authorization from the Public Affairs Publications Office and through a competitive bidding process.

(8) Conducts liaison with Director, DAPS for any issues associated with any printing job using the following procedures:

(a) The PLR will initially contact the Director, DAPS, Annapolis. The Director will propose recommendations to resolve the complaint within two working days.

(b) For issues of job quality or timeliness of receiving a completed product, if an agreement is not reached within two working days, the PLR may refer the complaint to the Publications Office for review. The PLR will outline the nature of the complaint, the resolutions proposed by DAPS, and the rationale for rejecting those resolutions. The Publications Office will evaluate the data and will work jointly with the Director, DAPS, Annapolis, and the PLR to expeditiously resolve the complaint. However, the Publications Office may determine that the PLR complaint lacks merit, ie., customer error caused the difficulty, and the customer will be so informed.

(c) For issues with monetary charges, if an agreement is not reached within two working days, the PLR may refer the complaint to the Credit Card Program Administrator and inform their Purchase Card Holder of the issue. The Credit Card Program Administrator will evaluate the data and will work jointly with the Director, DAPS, Annapolis, and the PLR to expeditiously resolve the complaint. However, the Credit Card Program Administrator may determine that the PLR complaint lacks merit and the customer will be so informed.

(d) If an acceptable resolution is not achieved during the first two steps, for both printing quality and timeliness issues and monetary issues, then the complaint may be referred to the Deputy for Finance for final determination. When appropriate, the Deputy for Finance may elect to forward complaints to the Director, DAPS, Washington (MD/DC Operations) for mediation.

d. Purchase Card Holder. Maintain all documentation related to the printing job. This includes funding approval, ordering, receiving, and billing documentation.

5. Procedures for Submitting Publications for Review

a. When submitting a print job to DAPS, in conjunction with sending the file to DAPS, send the file to admin-pubs@lists.usna.edu for approval. Exempt are office forms, letters, textbooks, technical magazines, examinations and classroom materials. This file will be reviewed by the applicable authority as listed

below and forwarded to DAPS in one business day unless it does not meet applicable standards. DAPS will not commence printing on the material until they obtain approval from the office listed below.

(1) USNA Protocol will review all invitations.

(2) USNA Administrative Officer will review all letterhead stationery and envelopes.

(3) Director, Publications Branch will review all other material for publication that are not exempt in para 5a above.

b. All provisions of reference (c) remain in effect pertaining to preparation and administration of tests. Only the DAPS may be used for duplicating quizzes, tests, or examinations outside of the department in which they were prepared.

c. The origination of text for all publications is the responsibility of the division, department, or staff element requesting the publication. The Director, Publications Branch may rewrite or edit text to conform to standards which reflect the Naval Academy's image of quality and excellence.

6. Publications Priority System. Because of increasing demands for printed materials and higher printing costs, a priority system has been established for publications.

a. Top priority is given to all Naval Academy publications essential to the academic program, administration, and mission of the Academy, referred to the Publications Branch by the Superintendent's Office.

b. Second priority is given to time-sensitive events pertaining to the academic program and time dated programs presented to a wide audience in the Naval Academy community, referred to the Publications Branch by the Public Affairs Officer.

c. Third priority is given to midshipmen recruiting publications.

d. Fourth priority is given to printed material generated by midshipmen and extracurricular activities such as clubs and club sports.

e. Fifth priority includes publications that provide general information about specific academic divisions or departments.

/S/
J. L. FOWLER

All Non Mids (electronically)