



DEPARTMENT OF THE NAVY
OFFICE OF THE CHIEF OF NAVAL OPERATIONS
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WASHINGTON, DC 20350-2000

OPNAVINST 5726.8A
CHINFO
21 Dec 2012

OPNAV INSTRUCTION 5726.8A

From: Chief of Naval Operations

Subj: OUTREACH: AMERICA'S NAVY

Ref: (a) DoD 8910.1-M, DoD Procedures for Management of Information Requirements, June 1998
(b) SECNAV M-5214.1 of December 2005
(c) SECNAVINST 5720.44C
(d) OPNAVINST 5720.2M
(e) CNATRAININST 5452.23F

1. Purpose. To establish policy and assign responsibilities for the Navy's Community Outreach Plan, hereafter referred to as "Outreach: America's Navy." "Outreach: America's Navy" will enhance public awareness, especially in non-fleet concentration areas of Navy missions, personnel, and recruiting. Awareness will be created through a coordinated and focused demonstration of public speaking events, equipment capabilities, music performances, and one-on-one engagement of media and civilian influencers by Navy personnel at every level of leadership. These efforts will be measurable to ensure the most effective use of our resources.

2. Cancellation. OPNAVINST 5726.8.

3. Background. Per references (a) through (e), educating the American public about the capability, importance, and value of today's Navy is an essential responsibility of those who serve. Navy outreach efforts must be structured and executed to educate the American public on the Navy's capabilities and relevance to national security. The primary goal of Navy outreach is to gain Americans' understanding that the Navy is a warfighting force, operating forward, ready to fight and win today and every day. Achieving this goal is a particular and unique challenge. The Navy's men and women make up only a fraction of 1 percent of the total U.S. population. Individual connections, which can be

the most powerful and influential ones, are not as pervasive today as in the past. Because naval forces and personnel are based primarily on both coasts, the Navy is challenged to communicate its mission away from fleet concentration areas. Effective outreach is also essential to creating positive awareness among influencers and youth, which not only translates to greater understanding of the Navy, but often to increased recruiting and retention across the Department of the Navy (DON). While a wide-range of individual community outreach programs take place each year, this instruction:

- a. Establishes a single process owner responsible for community outreach.
- b. Creates a long-range planning process for identifying, prioritizing, and coordinating Navy outreach efforts with all stakeholders across a 10-year time horizon. The planning process is designed to facilitate programming and budgeting for long lead time events, and inform the annual "Calendar for America."
- c. Connects a broad spectrum of agencies to create synergy in resources and marketing efforts.
- d. Identifies outreach requirements.
- e. Formally tasks commanders with executing these requirements.
- f. Establishes a system to assess the effectiveness and cost of outreach events.
- g. Ensures Navy's outreach efforts are well coordinated, targeted, and properly funded.

4. Scope and Applicability. Community outreach requires a Navy-wide approach, involving and integrating all echelons of command. The Chief of Information (CHINFO) is the single process owner responsible for Navy's long range engagement planning process and for the coordination and publication of the annual "Calendar for America" per this instruction. The following commands are stakeholders in the process:

- a. Commander, U.S. Fleet Forces Command (COMUSFLTFORCOM)
- b. Commander, U.S. Pacific Fleet (COMPACFLT)
- c. Commander, Navy Installations Command (CNIC)
- d. Chief of Naval Personnel (CHNAVPERS)
- e. Commander, Navy Recruiting Command (COMNAVCRUITCOM)
- f. Commander, Navy Reserve Forces (COMNAVRESFORCOM)
- g. Chief of Naval Air Training (CNATRA)
- h. Director, Navy History and Heritage Command (NAVHISTHERITAGECOM)
- i. Chief, Navy Bureau of Medicine and Surgery (BUMED)
- j. Office of Naval Research (ONR)
- k. Commander, Naval Special Warfare Command (COMNAVSPECWARCEN)

5. Policy. Navy outreach will utilize existing community events, in which the Navy may participate, to optimize Navy personnel engagement with media and civilian influencers. Participation shall include, but are not limited to, surface, air, submarine force, medical, Navy installation and naval special warfare equipment, facilities and personnel, including the Blue Angels, Leap Frogs, recruiting command assets, Navy museums and Navy bands. Recruiting goals are a significant, but not exclusive, aspect of Navy outreach and should be integrated to the maximum extent possible with overall outreach efforts. Diversity events shall be a key consideration in determining what events to commit Navy outreach elements; however, activities shall consider overall market opportunities.

a. Planning, management, and execution of outreach events are the responsibility of individual commands as designated by COMUSFLTFORCOM, COMPACFLT, CNIC, CHNAVPERS, COMNAVCRUITCOM, COMNAVRESFORCOM, BUMED, ONR, COMNAVSPECWARCEN, CNATRA and Director, NAVHISTHERITAGECOM. Funding of outreach events should come from within existing programmed and budgeted resources.

Supported commanders, as designated herein, are the lead organization responsible for the planning of resources, operational commitments, and overall theme of the events.

b. All participants of Navy outreach events will have thorough knowledge of current Navy outreach messages, which are available through CHINFO and local public affairs (PA) assets.

c. Analysis will be conducted and desired outreach effects identified prior to and assessment conducted following each event.

6. Action

a. CHINFO shall:

(1) Serve as the single-process owner for "Outreach: America's Navy."

(a) Host an outreach support conference annually. The conference will be attended by representatives from COMUSFLTFORCOM, COMPACFLT, CNIC, BUMED, CHNAVPERS, COMNAVCRUITCOM, COMNAVRESFORCOM, Director, NAVHISTHERITAGECOM, COMNAVSPECWARCEN, CNATRA and ONR to establish the Navy's long range outreach plan, review current public opinion trends regarding the Navy, identify annual outreach requirements, review the upcoming "Calendar for America" and serve as the coordination forum for execution across stakeholders.

(b) Issue the long range outreach plan which looks at least 10 years downrange and will be updated annually.

(c) Publish and distribute via naval message the Navy's "Calendar for America," identifying significant outreach events for the coming calendar year.

(d) Review this instruction annually, and if required, submit an update to the Chief of Naval Operations (CNO) for publication.

(e) Continue to contract for an assessment capability that measures the impact of outreach events and ensure this data is used to inform decisions on future events.

(2) Coordinate and execute approximately 20 Navy Weeks annually. Location of five Navy Weeks will be determined in conjunction with the Deputy Chief of Naval Operations, Manpower, Personnel, Training, and Education (DCNO (N1)) Diversity Directorate's prioritized cities, as well as in coordination with the Director, NAVHISTHERITAGECOM. The Navy Weeks program will inform the public about their Navy and include:

(a) Flag officer and Senior Executive Service (SES) civilian hosts.

(b) Professional event planners from the private sector via a Navy Week support contract.

(c) High-level engagement across all market sectors, to include corporate, civic, education, government, veterans, media, general public, community service and diversity organizations.

(d) Targeted "Leaders to Sea" embarks prior to and following Navy Weeks.

(e) Statistically significant assessments of awareness and understanding.

(f) As many outreach assets and supporting units as possible from across the Navy, to include ship visits where feasible, the Blue Angels, Leap Frogs, Navy Bands, aviation assets, U.S. Ship Constitution Sailors and exhibits, Navy medicine, explosive ordnance disposal (EOD) units, Seabees, Navy divers, Navy environmental experts and displays, Navy Science Technology Engineering and Management (STEM) programs, Sailors from namesake ships and submarines, home town Sailors and Navy recruiting properties.

(g) Local Navy assets, to include Navy recruiting districts and stations, Navy operational support centers (NAVOPSPTCENS) and Naval Reserve Officer Training Corp (NROTC) units.

(3) Facilitate Navy Band outreach across America, to include policy support and developing material to facilitate key message delivery during performances.

(4) Oversee policy, process requests and render eligibility rulings for naval aviation outreach support nationwide. Assist the Blue Angels, Leap Frogs and tactical demonstration squadrons assigned to Commander, Naval Air Forces Pacific, with schedule coordination to maximize participation in outreach events.

(5) Execute the Navy's Executive Outreach Program. Manage the Navy's national Speakers Bureau and Organization Liaison Programs. Annually develop and execute the 50/50 senior executive outreach program, which matches 50 flag officers and SES civilians with 50 cities and markets around the country.

(6) Develop appropriate communication content and products for outreach events.

(7) Maintain PA Resources Web page (www.chinfo.navy.mil) with all tools available to support and assist Navy leaders with outreach events.

(8) Continue management of the Navy's centralized distinguished visitor (DV) database, providing quarterly Navy updates to the "Friends of the Navy" in the database.

(9) Produce periodic rhumb lines to inform Navy leaders of the strategy, capability, and accomplishments of the Navy that can be used by Navy leaders in public presentations.

(10) Regularly update the community outreach electronic scorecard that tracks stakeholder progress throughout the year in the completion of annual outreach requirements. The outreach scorecard can be found on the Navy's PA calendar which is located on www.chinfo.navy.mil.

b. COMUSFLTFORCOM and COMPACFLT shall:

(1) Develop a centralized "Leaders to Sea" embark program that maximizes aircraft carrier underway opportunities with a goal of conducting embarks on 80 percent of the days that flight operations occur. The program will also look to increase embark opportunities on surface ships and submarines to the greatest extent ship schedules allow. The "Leaders To Sea" program will include:

(a) Conducting a total of at least 1,000 individual embarks per year per fleet aboard aircraft carriers, surface ships and submarines.

(b) Ensuring that educators and community leaders constitute at least 40 percent of all underway embark opportunities.

(c) Using the following parameters to guide the distribution of embark opportunities and seats within the Navy:

1. Ten percent for the Office of Legislative Affairs (Secretary of the Navy (SECNAV) and CNO).

2. Ten percent for DCNO (N1) Diversity Directorate.

3. Ten percent for CHINFO and Navy Office of Community Outreach.

4. Ten percent for COMUSFLTFORCOM.

5. Ten percent for COMPACFLT.

6. Five percent for CNIC.

7. Five percent for COMNAVCRUITCOM.

8. Five percent for Deputy Assistant Secretary of the Navy for Environment (DASN (E)).

9. Five percent for COMNAVRESFORCOM.

(d) Host or conduct discussions and presentations demonstrating the capability, importance and value of today's United States Navy.

(e) Ensure all "Leaders to Sea" opportunities maintain the spirit of outreach as defined in this instruction. Emphasis will be to minimize expending resources on those who are already familiar with today's Navy.

(2) Assign a ship, submarine, aviation squadron, Seabee unit or Sea, Air, Land unit to sponsor all NROTC units, utilizing the list maintained by CHNAVPERS.

(3) Ensure type commands are executing an aggressive in-port tours program to provide visitors and the local community with an opportunity tour in port aircraft carriers, surface ships and submarines as operational schedules allow. Provide an annual break-down of in port tours conducted to CHINFO no later than 15 December of each year.

(4) Ensure Navy ships visit at least 40 non-Navy ports in continental United States (CONUS) per year. Ensure CONUS non-Navy port visits include:

(a) Media day (pierside press availability and a shipboard tour).

(b) Very important person (VIP) reception.

(c) VIP tours for local civic and community leaders.

(d) The maximum amount of public visitation possible to the extent that time and force protection restrictions permit.

(e) Two community relations projects, such as beach clean-ups, Habitat for Humanity, school visits, etc., with appropriate media coverage.

(5) Support the following Fleet Weeks with ship visits and appropriate activities and events that demonstrates the capability, importance, and value of today's United States Navy:

(a) Fleet Week, New York

(b) Fleet Week, San Francisco

(c) Seattle Sea Fair

(d) Portland Rose Festival

(e) Fleet Week, Hampton Roads

(f) Fleet Week, San Diego

(g) Fleet Week, Fort Lauderdale

(6) Provide assets to at least 80 tactical air demonstrations or static displays per fleet outside of fleet concentration areas.

(7) Ensure commanding officers of ships with geographical namesakes maintain active engagement with namesakes to include:

(a) Relationship with elected leadership (mayors, governors, Members of Congress, etc.) and other influencers.

(b) At least four crewmembers from each ship make a namesake crew visit each year as respective budgets support.

(8) Coordinate outreach for ship commissioning ceremonies to ensure maximum impact.

(9) Ensure commands routinely plan, acquire, and forward visual information documentation of fleet operations to respective fleet PA offices and Navy Visual News Service (Navy Visual Information (CHINFO 0I-7)) to help improve public understanding and enhance the content of outreach products and related media engagements.

(10) Publish COMUSFLTFORCOM and COMPACFLT outreach instructions delineating the above tasks to next echelon commands.

(11) Ensure the following fleet support is provided to CHINFO's Navy Week Program each year per the published Navy Week operation order. Typical support will include Navy divers, EOD teams, SEABEES, aviation squadrons, fleet hometown Sailors, namesake crew Sailors, and, when possible, ship visits.

(12) Regularly update the community outreach electronic scorecard that tracks stakeholder progress throughout the year in the completion of annual outreach requirements. The outreach scorecard can be found on the Navy's PA calendar which is located on www.chinfo.navy.mil.

c. CNIC shall:

- (1) Conduct significant outreach events that include inviting public to activities on each installation. A significant outreach event is defined as any event in which a command engages 150 or more civilians during the course of a single event.
- (2) Ensure Navy shore leadership conducts several public speaking events in surrounding community at each installation.
- (3) Coordinate several community leaders embarks with appropriate fleet units each year.
- (4) Publish CNIC outreach instruction detailing above tasks.
- (5) Be the supported command for the seven designated Fleet Weeks.
- (6) Be the supported command for seven Navy air shows.
- (7) Be the supporting command for all other outreach events where required.
- (8) Regularly update the community outreach electronic scorecard that tracks stakeholder progress throughout the year in the completion of annual outreach requirements. The outreach scorecard can be found on the Navy's PA calendar which is located on www.chinfo.navy.mil.

d. CHNAVPERS shall:

- (1) Maintain a comprehensive list of NROTC and Navy Junior Reserve Officer Training Corps units.
- (2) Maintain a comprehensive list of all maritime high schools.
- (3) Oversee diversity outreach activities, and assist in identifying diversity outreach venues for "Calendar for America" events in addition to maintaining the diversity calendar.

(4) Develop diversity messages for internal and external audiences.

(5) Be the lead in building relationships with affinity and mentoring groups at national level, and assist COMNAVRESFORCOM, COMUSFLTFORCOM, COMPACFLT, and CNIC with local and regional relationship development.

(6) Manage DON participation with national affinity and mentoring groups across the diversity continuum.

(7) Coordinate with CHINFO to ensure priority events are included in "Calendar for America."

(8) Disseminate priority target areas, communities, and groups to all involved in outreach activities.

(9) Disseminate priority events to PA community to ensure appropriate media coverage (internal and external).

(10) Facilitate flag and fleet participation in sponsored diversity outreach activities.

(11) Develop and maintain contact list for affinity and mentoring groups at the national and regional levels; make available as a Web-based resource for DON engagement.

(12) Regularly update the community outreach electronic scorecard that tracks stakeholder progress throughout the year in the completion of annual outreach requirements. The outreach scorecard can be found on the Navy's PA calendar which is located on www.chinfo.navy.mil.

e. COMNAVCRUITCOM shall:

(1) Provide support for national and regional outreach events where feasible. Recruiting booths, interactive displays and simulators, music for recruiting, and other recruiting assets will be provided to best support Navy awareness and recruiting efforts.

(2) Provide support to diversity affinity group outreach events as prioritized by the DCNO (N1) Diversity Directorate.

(3) Allocate promotional items to support "Calendar for America," diversity affinity group and fleet engagement events.

(4) Establish procedures for Navy commands requesting promotional items for Navy awareness and outreach efforts outside of normal recruiting venues (i.e., ship visits, namesake visits by individual commands, non-recruitable audiences, Navy museum events, etc.).

(5) Provide local recruiting points of contact to CHINFO, COMUSFLTFORCOM, COMPACFLT, DCNO (N1) Diversity Directorate and CNIC to assist with outreach events.

(6) Develop and execute an advertising campaign to support each Navy Week.

(7) Synergize COMNAVCRUITCOM's Educator Orientation Visit Program with the CHINFO "Leaders to Sea" program, so 200 educators each year have the opportunity to participate in underway embarks.

(8) Provide recruiting assets for the annual Army-Navy football game, including flight simulator, recruiting booths and other assets to best support Navy awareness and recruiting efforts.

(9) Regularly update the community outreach electronic scorecard that tracks stakeholder progress throughout the year in the completion of annual outreach requirements. The outreach scorecard can be found on the Navy's PA calendar which is located on www.chinfo.navy.mil.

f. COMNAVRESFORCOM shall:

(1) Provide local NAVOPSPTCEN support for significant outreach activities, including all Navy Weeks.

(2) NAVOPSPTCENS will provide contact lists of key influencers (leaders in education, business and government) in each community to CHINFO.

(a) Ensure reserve resources are coordinated in support of "Calendar for America."

(b) Regularly update the community outreach electronic scorecard that tracks stakeholder progress throughout the year in the completion of annual outreach requirements. The outreach scorecard can be found on the Navy's PA calendar which is located on www.chinfo.navy.mil.

g. CNATRA shall:

(1) Ensure Blue Angels maximize engagement in non-fleet concentration areas, prioritizing show performance venues per CHINFO and recruiting priorities to include performances at Navy Weeks.

(2) Solicit a list of key influencers from all flag officers as candidates for key influencer rides with the Blue Angels, per reference (a) and the Blue Angels support manual.

(3) Regularly update the community outreach electronic scorecard that tracks stakeholder progress throughout the year in the completion of annual outreach requirements. The outreach scorecard can be found on the Navy's PA calendar which is located on www.chinfo.navy.mil.

h. Director, NAVHISTHERITAGECOM shall:

(1) Host a national historical conference in May of even numbered years to better synchronize historical event celebrations and commemorations with the Navy's long-range engagement calendar and the annual "Calendar for America."

(2) Produce process guidance on commemorative activities for use by supported commands, to include planning, sponsorship, execution and record-keeping responsibilities.

(3) Identify traditional commemorative activities and events carried out by the United States Navy.

(4) Produce a long term listing of historically significant events worthy of national, regional, or local commemoration by the United States Navy for consideration by the

CHINFO annual outreach support conference, and approval by CNO. Include recommendations for supported commands for specific commemorative events at the national and regional level.

(5) Produce process guidance for annual commemorations of the Battle of Midway and the Navy's Birthday for use by commanding officers in performing annual "history stand downs" on or near the anniversary of these seminal events.

(6) Provide CNO, Vice Chief of Naval Operations, Director, Navy Staff and supported commands specific advice on the ongoing conduct of commemorative activities through the decennial cycle of this instruction.

(7) Review and comment on after action reports produced by supported commands for all historic commemoration events.

(8) Coordinate with SECNAV, CNO, and CHINFO offices with ship naming recommendations.

(9) Incorporate STEM and recruiting priorities into museum events.

(10) Attend key national and local conferences to inform and educate the public about NAVHISTHERITAGECOM resources.

(11) Regularly update the community outreach electronic scorecard that tracks stakeholder progress throughout the year in the completion of annual outreach requirements. The outreach scorecard can be found on the Navy's PA calendar which is located on www.chinfo.navy.mil.

i. BUMED shall:

(1) Provide medical assets, including medical personnel participation, flag officer participation, and medical demonstrations, for significant outreach activities and six designated Navy Weeks annually.

(2) Conduct significant outreach events year round, defined as medical engagements, consisting of workshops, presentations, conferences, speaking opportunities and community engagements.

(3) Conduct annual hospital visits for DVs, the public and community leaders.

(4) Regularly update the community outreach electronic scorecard that tracks stakeholder progress throughout the year in the completion of annual outreach requirements. The outreach scorecard can be found on the Navy's PA calendar which is located on www.chinfo.navy.mil.

j. ONR shall:

(1) Conduct annual, nationwide STEM and other science related outreach events.

(2) Regularly update the community outreach electronic scorecard that tracks stakeholder progress throughout the year in the completion of annual outreach requirements. The outreach scorecard can be found on the Navy's PA calendar which is located on www.chinfo.navy.mil.

k. Navy flag officer community shall:

(1) Participate in all Navy Weeks to include, at a minimum, public speaking engagements and media interviews. Specific Navy Week assignments will begin on a volunteer basis beginning with four-star flag officers and proceed by rank until all opportunities are filled.

(2) Ensure at least one flag officer participates in every affinity group-related event in the diversity calendar.

(3) Participate in CHINFO's 50-50 program - 50 flag officers in 50 cities and markets around the country.

l. Every Navy flag officer shall:

(1) Seek at least one speaking opportunity at their alma mater, hometown or other venue where personal connections exist.

(2) Report all public speaking events to Navy Office of Community Outreach for consolidation by filling out OPNAV 5726/3 Speaking Engagement Report Form.

m. Every commanding officer shall:

(1) Seek at least one speaking opportunity at their alma mater, hometown or other venue where personal connections exist.

(2) Support command members in attending affinity group and outreach events, to include government funding and official orders when available.

7. Questions. Any questions concerning the guidelines set forth in this instruction can be directed to CHINFO at (703) 697-7391.

8. Records Management. Records created as a result of this instruction, regardless of media and format, shall be managed per SECNAV Manual 5210.1 of January 2012.

9. Forms and Reports Controls

a. OPNAV 5726/3 Speaking Engagement Report Form is available for download from Naval Forms OnLine at <https://navalforms.documentservices.dla.mil/>.

b. The data collections contained in paragraph 6a(7) of this instruction has been assigned OMB RCS 0703-0060, per references (a) and (b).

c. Per references (a) and (b), the data collections contained in paragraphs 6a(1)(e) and 6g(2) of this instruction have been assigned OPNAV RCS 5726-5.



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