

Request for Records Disposition Authority

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| Records Schedule Number | DAA-0330-2014-0009 |
| Schedule Status | Approved |
| Agency or Establishment | Office of the Secretary of Defense |
| Record Group / Scheduling Group | Records of the Office of the Secretary of Defense |
| Records Schedule applies to | Major Subdivision |
| Major Subdivision | OFFICE OF THE UNDER SECRETARY OF DEFENSE, PERSONNEL AND READINESS (OUSD(P&R)) |
| Minor Subdivision | DEFENSE HUMAN RESOURCES ACTIVITY (DHRA) |
| Schedule Subject | JOINT ADVERTISING, MARKET RESEARCH & STUDIES (JAMRS) SURVEY DATABASE |
| Internal agency concurrences will be provided | No |

Background Information

The Defense Human Resources Activity (DHRA) is a United States Department of Defense (DoD) Field Activity chartered to support the Under Secretary of Defense for Personnel and Readiness (USD(P&R)). The scope of DHRA's mission is very broad, giving the USD flexibility to explore and field new technologies and programs that benefit warfighters, their family members, and DoD civilians. DHRA programs impact the delivery of benefits, readiness, force protection, and the detection and elimination of fraud. DHRA provides support and services that improve the efficiency, productivity, and quality of life throughout the Department.

The Joint Advertising, Market Research & Studies (JAMRS) program is a DoD program responsible for joint marketing communications and market research and studies. One of JAMRS' objectives is to explore the perceptions, beliefs, and attitudes of American youth as they relate to joining the Military.

Joint Advertising, Market Research & Studies (JAMRS) Survey Database

The purpose of the JAMRS Survey Database is to compile names of young adults aged 16 through maximum recruiting age to create a mailing frame from which to draw samples of the population to conduct surveys. This database ensures that JAMRS market research surveys are representative of the recruitment age population and sampling strategies are designed so that appropriate levels of precision can be achieved for inferences to be made at various

geographic levels. The system also provides JAMRS with the ability to remove the names of individuals who are current/former members of, or are enlisting in, the Armed Forces and individuals who have asked to be removed from consideration as a participant in any future JAMRS survey. Identifiable information across all sources will include name, gender, and ethnicity (when available) address, city, state and zip.

Systems Interfaces: Include but are not limited to the Armed Services Vocational Aptitude Battery (ASVAB), the Military Entrance Processing Command (MEPCOM), and the Defense Enrollment Eligibility Reporting System (DEERS)(maintained by the Defense Manpower Data Center (DMDC)), the Selective Service System (SSS), State Departments of Motor Vehicles (DMVs), and commercial list vendors.

Inputs: Include but are not limited to name, gender, address, city, state and zip code, and information obtained from Selective Service System (SSS).

Outputs: N/A

Item Count

| Number of Total Disposition Items | Number of Permanent Disposition Items | Number of Temporary Disposition Items | Number of Withdrawn Disposition Items |
|-----------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| 1 | 0 | 1 | 0 |

GAO Approval

Outline of Records Schedule Items for DAA-0330-2014-0009

Sequence Number

1

Joint Advertising, Market Research & Studies (JAMRS) Survey Database
Disposition Authority Number: DAA-0330-2014-0009-0001

Records Schedule Items

| Sequence Number | |
|-----------------|---|
| 1 | Joint Advertising, Market Research & Studies (JAMRS) Survey Database |
| | Disposition Authority Number DAA-0330-2014-0009-0001 |
| | Files created to support the Military Departments recruiting and advertising programs, by providing a list of populaces for contact for JAMRS surveys. The master file includes but is not limited to full name, gender, address, city, state, zip code and list source code. |
| | Final Disposition Temporary |
| | Item Status Active |
| | Is this item media neutral? Yes |
| | Do any of the records covered by this item currently exist in electronic format(s) other than e-mail and word processing? Yes |
| | Do any of the records covered by this item exist as structured electronic data? Yes |
| | Disposition Instruction |
| | Retention Period Destroy/Delete 1 year after the list has been created. |
| | Additional Information |
| | GAO Approval Not Required |

Agency Certification

I hereby certify that I am authorized to act for this agency in matters pertaining to the disposition of its records and that the records proposed for disposal in this schedule are not now needed for the business of the agency or will not be needed after the retention periods specified.

Signatory Information

| Date | Action | By | Title | Organization |
|------------|------------------------|------------------|---|--|
| 02/25/2014 | Certify | Luz Ortiz | OSD Records Manager | Department of Defense - Office of the Secretary of Defense |
| 07/28/2014 | Submit for Concurrence | Sebastian Welch | Appraiser | National Archives and Records Administration - Records Management Services |
| 07/29/2014 | Concur | Margaret Hawkins | Director of Records Management Services | National Records Management Program - Records Management Services |
| 07/30/2014 | Concur | Laurence Brewer | Director, National Records Management Program | National Archives and Records Administration - National Records Management Program |
| 08/01/2014 | Approve | David Ferriero | Archivist of the United States | Office of the Archivist - Office of the Archivist |