

Request for Records Disposition Authority

Records Schedule Number DAA-0330-2014-0008
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)
RECRUITING DATABASE
Internal agency concurrences will be provided No

Background Information 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) Recruiting Database

The purpose of the JAMRS Recruiting Database is to compile, process, and distribute files of individuals to the Services to assist them in their direct marketing recruiting efforts. The system also provides JAMRS with the ability to measure the effectiveness of list purchases through ongoing analysis and to remove the names of individuals who are currently members of, or are enlisting in, the Armed Forces or who have asked that their names be removed from future recruitment lists. The types of personal information collected in the system include: full name, gender, address, city, state, zip code and list source code and individuals who have opt-out of contact.

Files are maintained in accordance to their source codes. All records stored in the JAMRS Recruiting Database are "time stamped" with a "mailing usage date" indicating how long a record can be selected for recruitment mailings as well as an "expiration/delete date" indicating when the record must be deleted from the JAMRS Recruiting Database. JAMRS runs an expiration date process on the

entire database on a monthly basis to delete those records that have met the "expiration/delete date."

System Interfaces: Include but are not limited to information systems such as the Armed Services Vocational Aptitude Battery (ASVAB), the Military Entrance Processing Command (MEPCOM), and 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 information purchased from commercial List vendors.

Inputs: Include but are not limited to full name, gender, address, city, state, zip code and list source code and individuals who have opted-out of contact.

Outputs: JAMRS Recruiting Database include but are not limited to Ad-hoc reports and metrics records created on an ad hoc basis for reference purposes or to meet day-to-day business needs. (GRS 20 Item16)

Item Count

Number of Total Disposition Items	Number of Permanent Disposition Items	Number of Temporary Disposition Items	Number of Withdrawn Disposition Items
3	0	3	0

GAO Approval

Outline of Records Schedule Items for DAA-0330-2014-0008

Sequence Number	
1	Joint Advertising, Market Research & Studies (JAMRS) Recruiting Database Disposition Authority Number: DAA-0330-2014-0008-0001
2	Joint Advertising, Market Research & Studies (JAMRS) Recruiting Database Disposition Authority Number: DAA-0330-2014-0008-0002
3	Joint Advertising, Market Research & Studies (JAMRS) Recruiting Database Disposition Authority Number: DAA-0330-2014-0008-0003

Records Schedule Items

Sequence Number	
1	<p data-bbox="384 426 1422 461">Joint Advertising, Market Research & Studies (JAMRS) Recruiting Database</p> <p data-bbox="384 480 1161 510">Disposition Authority Number DAA-0330-2014-0008-0001</p> <p data-bbox="384 532 1509 786">Files created as a centralized repository of contacts acquired by the DoD to assist the Military Services with their direct marketing and recruitment efforts. Through acquiring, compiling, processing and providing as many recruitment aged eligible names as possible, JAMRS consolidates numerous data sources into high quality mailing lists. The master file includes but is not limited to full name, gender, address, city, state, zip code and list source code and individuals who have opted-out of contact.</p> <p data-bbox="384 808 938 842">Final Disposition Temporary</p> <p data-bbox="384 862 872 896">Item Status Active</p> <p data-bbox="384 916 844 950">Is this item media neutral? Yes</p> <p data-bbox="384 970 844 1090">Do any of the records covered by this item currently exist in electronic format(s) other than e-mail and word processing? Yes</p> <p data-bbox="384 1110 844 1198">Do any of the records covered by this item exist as structured electronic data? Yes</p> <p data-bbox="384 1231 690 1265">Disposition Instruction</p> <p data-bbox="384 1289 1509 1435">Retention Period Commercial Vendor High School and College File Commercial Sources: Flag as inactive when 1 year old, according to mailing usage dates; delete/destroy when 3 years old.</p> <p data-bbox="384 1472 687 1507">Additional Information</p> <p data-bbox="384 1530 971 1565">GAO Approval Not Required</p>
2	<p data-bbox="384 1582 1422 1617">Joint Advertising, Market Research & Studies (JAMRS) Recruiting Database</p> <p data-bbox="384 1636 1161 1666">Disposition Authority Number DAA-0330-2014-0008-0002</p> <p data-bbox="384 1698 938 1733">Final Disposition Temporary</p> <p data-bbox="384 1752 872 1787">Item Status Active</p> <p data-bbox="384 1806 844 1841">Is this item media neutral? Yes</p> <p data-bbox="384 1860 844 1914">Do any of the records covered by this item currently exist in</p>

	electronic format(s) other than e-mail and word processing?	
	Do any of the records covered by this item exist as structured electronic data?	Yes
	Disposition Instruction	
	Retention Period	DMV, ASVAB and Selective Service (SSS) Source records: Delete/destroy 3 years after list is released to the Services, according to mailing usage date.
	Additional Information	
	GAO Approval	Not Required
3	Joint Advertising, Market Research & Studies (JAMRS) Recruiting Database	
	Disposition Authority Number	DAA-0330-2014-0008-0003
	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	Opt-Outs (aka JAMRS Suppression File): Destroy/Delete 10 years from when the name is added to the JAMRS Suppression File.
	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