

Request for Records Disposition Authority

Records Schedule Number DAA-0058-2016-0014
 Schedule Status Approved

 Agency or Establishment Internal Revenue Service
 Record Group / Scheduling Group Records of the Internal Revenue Service
 Records Schedule applies to Agency-wide
 Schedule Subject IRS Marketing Express (IME)
 Internal agency concurrences will be provided No

Background Information

The Marketing Express tool is a web-based photo and message library to produce turnkey and customizable communication products based on the EITC marketing campaign and other filing season marketing materials. The IRS Marketing Express application allows IRS personnel and designated business partners to quickly and easily produce versions of prints ads and other marketing materials, with a high degree of accuracy and consistency. IME contains web-based electronic toolkits used in W&I Refundable Credits Outreach efforts. These toolkits include enhanced software such as flash that cannot be placed on IRS systems. IRS operating divisions and functional organizations use the toolkits to support their communications, marketing, outreach and education business goals, and will act as supplements to IRS.gov. All information in the electronic toolkits will be used for outreach efforts only. General public users will not have access to the content to make changes. Changes to content can only be approved by authorized IRS personnel. Please note: For any still photo, audio recording, or video imagery, with historically significant content, represented in the IRS Marketing Express system, the record version is captured under separate IRS auspices, and is covered under a separate authority (see N1-58-97-3) Any historically significant communication product produced within this system is also covered by N1-58-97-3.

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Number of Total Disposition Items	Number of Permanent Disposition Items	Number of Temporary Disposition Items	Number of Withdrawn Disposition Items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-0058-2016-0014

Sequence Number

1

System Data

Disposition Authority Number: DAA-0058-2016-0014-0001

Records Schedule Items

Sequence Number

1

System Data

Disposition Authority Number DAA-0058-2016-0014-0001

The online toolkit includes easy-to-understand communications and marketing materials such as animated ads, stories, videos, photos, key messages and related materials. The toolkits also provide information in other languages. The toolkits are used by tax practitioners, outreach partners, non-profit organizations and the press although access to view the information is for the general public.

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

Manual Citation	Manual Title
RCS 29, item 447	Internal Revenue Service Record Control Schedules for Tax Administration - Wage & Investment

Disposition Instruction

Cutoff Instruction Cutoff at the conclusion of the marketing campaign the materials were created for.

Retention Period Destroy when no longer needed

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
06/08/2016	Certify	Tracee Taylor	Senior Records Analyst	Real Estate and Facilities Management - Records and Information Management Program
07/26/2016	Return for Revision	Jeremy Schmidt	Archives Specialist	National Archives and Records Administration - ACRA Appraisal Team 1
07/27/2016	Submit For Certification	Randall Kieft	Records Analyst	N/A - N/A
07/27/2016	Certify	Tracee Taylor	Senior Records Analyst	Real Estate and Facilities Management - Records and Information Management Program
09/01/2016	Submit for Concurrence	Jeremy Schmidt	Archives Specialist	National Archives and Records Administration - ACRA Appraisal Team 1
09/02/2016	Concur	Margaret Hawkins	Director of Records Management Services	National Records Management Program - ACNR Records Management Services
09/02/2016	Concur	Laurence Brewer	Director, National Records Management Program	National Archives and Records Administration - National Records Management Program
09/06/2016	Approve	David Ferriero	Archivist of the United States	Office of the Archivist - Office of the Archivist