



**DEFENSE HUMAN RESOURCES ACTIVITY  
OFFICE OF PEOPLE ANALYTICS  
4800 MARK CENTER DRIVE, SUITE 06E22  
ALEXANDRIA, VA 22350-4000**

**MEMORANDUM OF AGREEMENT  
BETWEEN  
OFFICE OF PEOPLE ANALYTICS (OPA)  
AND  
SELECTIVE SERVICE SYSTEM (SSS)  
FOR  
ENCLOSURE OF DOD RECRUITING BROCHURES WITH SSS REGISTRATION  
ACKNOWLEDGMENT LETTERS  
AGREEMENT NUMBER: OPA-A17-007**

This is a Memorandum of Agreement (MOA) between the Office of People Analytics and the Selective Service System. Office of People Analytics and the Selective Service System are referred to as the “Parties”.

- 1. BACKGROUND:** The U.S. Armed Forces have and continue to face recruiting challenges. Historically the active military has fallen short of its recruiting objective. Recognizing that Selective Service could play a positive supporting role and that recruiting challenges are likely to continue, the SSS and OPA agreed to form a cooperative interagency partnership for the purposes of encouraging young people to volunteer for services in the Armed Forces. Since 2001, the SSS’ assistance for DoD recruiting efforts has proven to be more successful than originally anticipated. This agreement continues the valuable supporting role of SSS to the DoD recruiting mission.
- 2. AUTHORITIES:** DoD Instruction 4000.19, Support Agreements, April 25, 2013; 50 USC 3801, Furnishing of names and addresses to Secretary of Defense or Secretary of Homeland Security ; Military Selective Service Act, ch. 625, 62 Stat. 604, June 24, 1948
- 3. PURPOSE:** To set forth policies and procedures between the Selective Service System (SSS) and the Department of Defense (DoD) concerning SSS direct support to OPA in the area of Armed Forces recruiting. SSS will assist the Joint Advertising, Market Research and Studies division (JAMRS) of OPA in reaching a wide segment of American youth, encouraging them to consider military services options. This is a high-leverage opportunity since SSS receives data from and communicates with the nearly two million young men who register every year. In direct support of DoD recruiting, SSS will continue to insert into the proof of registration package a promotional Joint-Services recruiting brochure produced by DoD; that brochure features a business reply card whereby new SSS registrants could request more information about opportunities in America’s All Volunteer Force. At the option of the individual, such service might be full time active duty, service in the Reserve Components, or participation in officer commissioning programs such as the Service academies or ROTC.

**4. RESPONSIBILITIES OF THE PARTIES:**

**4.1. The Office of People Analytics will—**

- i. Provide SSS with a Joint-Service recruiting brochure that is appropriately sized for bulk mailing (approximately two million required annually) as well as a business reply card.
- ii. Assure that a DoD joint fulfillment house is prepared to process the registrant mail-back postcards.
- iii. At the start of a fiscal year or shortly thereafter, reimburse SSS on an annual basis for the cost of these mailings.
- iv. Reimbursement to SSS will cover a portion of the labor, utilities, supplies and record keeping costs associated with these expanded mailings. OPA will reimburse SSS for all costs over and above the resource levels required to support current SSS registration-acknowledgement mailings that are directly attributable to support provided to OPA. Any unused funding will be returned to OPA.

**4.2. The Selective Service System will—**

- i. Insert the Joint-Service recruiting brochure and a business reply card into the proof of registration package.
- ii. Guarantee appropriate staffing, materials and equipment to generate a continuous year-around flow of mailings (averaging 40,000 pieces per week).

**5. PERSONNEL:** Each Party is responsible for all costs of personnel, including pay and benefits, support, and travel and for supervision and management of its personnel.

**6. GENERAL PROVISIONS:**

**6.1. POINTS OF CONTACT:** The following points of contact (POC) will be used by the Parties to communicate in the implementation of this MOA. Each Party may change its point of contact upon reasonable notice to the other Party.

- i. For the OPA —

Primary: Katherine Helland, JAMRS Director, (703) 697-5333,  
[katherine.r.helland.civ@mail.mil](mailto:katherine.r.helland.civ@mail.mil)

Alternate: Jeremy Hall, Senior Market Research Scientist, (703) 697-5308,  
[jeremy.t.hall6.civ@mail.mil](mailto:jeremy.t.hall6.civ@mail.mil)

ii. For the SSS —

Primary: Nicole Harris, DMC Manager, (847) 688-7920, [nicole.harris@sss.gov](mailto:nicole.harris@sss.gov)

Alternate: Brent Downs, Deputy DMC Manager, (847) 688-7904,  
[brent.downs@sss.gov](mailto:brent.downs@sss.gov)

6.2. CORRESPONDENCE: All correspondence to be sent and notices to be given pursuant to this MOA will be addressed, if to the OPA to—

4800 Mark Center Drive, Alexandria, VA 22350,

and if to the SSS to—

1515 Wilson Boulevard, Arlington, VA 22209

6.3. REVIEW OF AGREEMENT: This MOA will be reviewed annually on or around the anniversary of its effective date for financial impacts and triennially in its entirety.

6.4. MODIFICATION OF AGREEMENT: This MOA may only be modified by the written agreement of the Parties, duly signed by their authorized representatives.

6.5. DISPUTES: Any disputes relating to this MOA will, subject to any applicable law, Executive Order, Directive, or Instruction, be resolved by consultation between the Parties or in accordance with DoDI 4000.19.

6.6. TERMINATION OF AGREEMENT: This MOA may be terminated by either Party by giving at least 180 days written notice to the other Party. The MOA may also be terminated at any time upon the mutual written consent of the Parties.

6.7. TRANSFERABILITY: This Agreement is not transferable except with the written consent of the Parties.

6.8. ENTIRE AGREEMENT: It is expressly understood and agreed that this MOA embodies the entire agreement between the Parties regarding the MOA's subject matter.

6.9. EFFECTIVE DATE: This MOA takes effect beginning on the day after the last Party signs.

6.10. EXPIRATION DATE: This Agreement expires on September 30, 2021.

## 7. FINANCIAL DETAILS

7.1. AVAILABILITY OF FUNDS: This MOA does not document the obligation of funds between the Parties. Any obligation of funds in support of this MOA will be accomplished using a purchase requisition (PR). The obligation of funds by the Parties is subject to the availability of appropriated funds pursuant to the DoD Financial Management Regulation.

7.2. BILLING: SSS will bill OPA on a monthly basis via IPAC transactions.

7.3. ECONOMY ACT DETERMINATION AND FINDINGS: This MOA is being entered into under 31 U.S.C. 1535, as amended (the Economy Act), both parties agree that the requirements listed in paragraph (a) of the Economy Act have been met. The Supplier (SSS) has determined that the capabilities exist to render the requested support without jeopardizing its assigned missions. Any required Economy Act determination and finding (D&F) has been completed.


**APPROVAL:**

Office of People Analytics  
4800 Mark Center Drive  
Alexandria, VA 22350

Selective Service System  
1515 Wilson Boulevard  
Arlington, VA 22209

BOEHMER.MATTHE Digitally signed by BOEHMER.MATTHE W.D. 1162934437  
DN: cn=BOEHMER.MATTHE W.D. 1162934437, o=U.S. Government, ou=CD, email=BOEHMER.MATTHE W.D. 1162934437  
W.D.1162934437

Matthew D. Boehmer, Director  
Date: July 10, 2017

  
Adam J. Copp, Acting Deputy Director  
Date: 17 JULY 2017



DEFENSE HUMAN RESOURCES ACTIVITY  
OFFICE OF PEOPLE ANALYTICS  
4800 MARK CENTER DRIVE, SUITE 06E25-02  
ALEXANDRIA, VA 22350-4000

September 13, 2017

ADDENDUM ONE TO AGREEMENT NUBMER OPA-A17-007

The Office of People Analytics (OPA) requests that the subject agreement have this addendum added to correct the Effective Date of the agreement.

Item 6.9 on Page 3 of the agreement erroneously states that the agreement will take effect on the day after the last party signs the agreement. This statement was true when we anticipated coordination and signature prior to the start of FY 2017. Due to the delays in coordination and signature, this addendum is needed to document the understanding of both parties that the agreement was intended to cover all of FY 2017 so the true effective date would have been October 1, 2016.

Item 6.9 on Page 3 is nullified and replaced with the following language:

*"This MOA takes effect retroactively on October 1, 2016 as intended and agreed to by both parties of the agreement."*

Mutual Agreement is documented by dual signatures below.

BOEHMER.MATTH  
EW.D.1162934437

Digitally signed by  
BOEHMER.MATTH.W.D.1162934437  
DN: cn=BOEHMER.MATTH.W.D.1162934437, o=Government, ou=O&A, ou=PA&L, email=BOEHMER.MATTH.W.D.1162934437  
Date: 2017.09.13 13:22:54 -0400

Matt Boehmer  
Director, OPA

Adam J. Copp,  
Acting Deputy Director, SSS