

TRAINING PROGRAM OF INSTRUCTION (TPI)

FOR

DINFOS - JSEPAC

Joint Senior Enlisted Public Affairs Course



Approved by:

**Commandant Defense Information School
Supersedes TPI Dated: 20080118**



JOINT SENIOR PUBLIC AFFAIRS COURSE
TRAINING PROGRAM OF INSTRUCTION (TPI)

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TRAINING PROGRAM OF INSTRUCTION

Preface

TRAINING PROGRAM OF INSTRUCTION FILE NUMBER (TPFN): DINFOS-JSEPAC

TITLE: JOINT SENIOR ENLISTED PUBLIC AFFAIRS COURSE

TRAINING LOCATION: Defense Information School, Fort George G. Meade, Maryland

SPECIALTY AWARDED: None

PURPOSE: The purpose of this course is to provide attendees a course designed to enhance their roles as senior enlisted public affairs advisors, to include their service as public affairs officers, at the highest and joint levels. .

COURSE DESCRIPTION: The Joint Senior Enlisted Public Affairs Course provides a graduate-level experience for senior enlisted public affairs professionals. Using guest lecturers, guided discussions, and a series of practical exercises, this course will better prepare attendees with critical thinking and planning skills to fulfill their advisory roles at the highest levels.

PREREQUISITES: The Joint Senior Enlisted Public Affairs Course is open only to enlisted personnel, nominated by their respective Services Public Affairs Senior Enlisted Advisor who meets the following prerequisites:

SERVICE	OFFICER	ENLISTED
USA	N/A	E-7 and above (Career Management Field 46)
USN	N/A	E-7 and above (Mass Communication Specialist)
USAF	N/A	E-7 and above (3N Air Force Specialty Code) (AFSC)
USMC	N/A	E-6 (with a minimum of 2 years time in grade) and above, (MOS 4341)
USCG	N/A	E-7 and above, or E-7 select
International	International students are not eligible to attend this course.	
Interagency	Interagency students are not eligible to attend this course.	

SECURITY CLEARANCE: None

CLASS SIZE: MAXIMUM: 16 **MINIMUM:** 12 **ANNUAL CAP:** 32

COURSE LENGTH: 12 Training Days

ACADEMIC HOURS: 86 Hrs

ADMINISTRATIVE HOURS: 7 Hrs

TOTAL COURSE HOURS: 93 Hrs

INSTRUCTOR CONTACT HOURS: 225 Hrs

TYPE/METHOD OF INSTRUCTION:

Administrative (AD):	7 Hrs
Lecture (L):	63 Hrs
Field Trip (FT):	9 Hrs
Performance Exercises (PE):	14 Hrs

TRAINING START DATE: May 21, 2012

ENVIRONMENTAL IMPACT: None (followed DOD policy to assess the environmental impact)

MANPOWER: The Inter-Service Training Review Organization (ITRO) Formula was used to determine the number of instructors required.

EQUIPMENT AND FACILITIES: Refer to the Course Design Resource Estimate

TRAINING DEVELOPMENT PROPONENT: Defense Information School, Public Affairs Leadership Department: Ms. Ingrid Aybar Jackson, Course Developer: (301) 677-5733; DSN 622-5733

REFERENCES: Are found on the last page of this TPI

INSTRUCTOR/STUDENT RATIO: 1:16AD, 2:16L, 4:16FT, 4:16PE

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 1

Leadership and Organizational Ethics

TPFN: DINFOS-JSEPAC-001

TERMINAL TRAINING OUTCOME: This unit examines the cultural and ethical considerations unique to various organizations and reviews lessons-learned from case studies where leaders and PAOs both succeeded and failed in applying ethical decision-making in an operational environment. Students will apply critical thinking skills in practical applications as a measure of functional area comprehension. Students write an essay which is a graded assignment and must be passed with a minimum score of 70 percent.

TPFN UNIT HOURS AND TYPE: 5L, 4FT

TPFN TOTAL UNIT HOURS: 9

Unit 001 Leadership and Organizational Ethics

- 001 Discuss leadership, management, and mentoring skills
- 002 Examine ethical considerations of organizational communication
- 003 Meet with senior enlisted PA representatives

INSTRUCTOR/STUDENT RATIO: 2:16L, 4:16FT

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 2

National Policy and DOD Joint PA Doctrine

TPFN: DINFOS-JSEPAC-002

TERMINAL TRAINING OUTCOME: This unit examines the most critical policy, doctrine, and guidance that link U.S. values and security objectives with national instruments of power employed across the whole of government. Students will review the military chain of command and the combatant command structure as well as discuss processes for DOD policy-making and communication planning in the joint/interagency environment. Students also review the public affairs role in the National Response Framework. Students will apply critical thinking skills in practical applications as a measure of functional area comprehension. Students develop planning strategies for their respective Capstone projects. Students complete a written exercise that is a graded assignment and must be passed with a minimum score of 70 percent.

TPFN UNIT HOURS AND TYPE: 6L, 5FT

TPFN TOTAL UNIT HOURS: 11

Unit 001 National Policy and DOD Joint PA Doctrine

- 001 Examine the national policy documents that link U.S. values and security objectives with national instruments of power employed across the whole of government
- 002 Examine the roles of DOD policy-making and communication planning in the joint/interagency environment
- 003 Discuss the National Response Framework (NRF) and incidents of national significance

INSTRUCTOR/STUDENT RATIO: 2:16L, 4:16FT

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 3

Strategic Communication and the Global Information Environment (GIE)

TPFN: DINFOS-JSEPAC-003

TERMINAL TRAINING OUTCOME: This unit reviews the interplay among U. S. Government (USG), Non-Governmental (NGOs), and Inter-Governmental (IGOs) agencies in the Global Information Environment. Students will discuss the relationship between Strategic Communication (SC) participants—Public Affairs (PA); Information Operations (IO), principally Military Information Support Operations (MISO), Defense Support to Public Diplomacy; Theater Security Cooperation; Visual Information; and Operations. They will assess instances where the United States has succeeded or failed to build or to maintain credibility; and offers fundamental solutions for helping our frontline communicators formulate and deliver synchronized strategic messages. Students will apply critical thinking skills in practical applications as a measure of functional area comprehension. Students will develop planning strategies for their respective Capstone projects.

TPFN UNIT HOURS AND TYPE: 36L

TPFN TOTAL UNIT HOURS: 36

Unit 001 Strategic Communication and the Global Information Environment

- 001 Review applicable doctrine and best practices impacting strategic communication
- 002 Examine the interaction among the primary military capabilities that contribute to strategic communication
- 003 Analyze emerging factors in the Global Information Environment (GIE) that impact joint operations and national strategy
- 004 Analyze principles and concepts related to intercultural communication
- 005 Examine emerging communication strategies and tactics employed in the Global Information Environment (GIE)
- 006 Examine Defense Support to Public Diplomacy in the Global Information Environment (GIE)
- 007 Explain the interaction among Department of Defense PA, State Department PA, Embassy PA and Other Governmental Agencies (OGAs)
- 008 Examine U.S. interaction with Non-Governmental Organizations (NGOs) in meeting national security objectives

INSTRUCTOR/STUDENT RATIO: 2:16L

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 4

Communication Research, Planning, Implementation and Assessment in an Operational Environment

TPFN: DINFOS-JSEPAC-004

TERMINAL TRAINING OUTCOME: Students will review the fundamentals of good communication planning, focusing on research, planning, implementation, and evaluation (RPIE) tools as well as qualitative and quantitative assessment processes. Students examine polling resources and strengths, weaknesses, opportunity, and threat (SWOT) analyses. This unit also will require students to examine case studies/best practices and to work in teams to identify planning objectives/end states and to develop research and assessment frameworks to measure communication effectiveness for operational scenarios. Students will apply critical thinking skills in practical applications as a measure of functional area comprehension. Students develop and present a communication strategy to a notional commander that reflects the commander's intent. Students also conduct an editorial board/press conference and/or develop a media backgrounder. The functional area culminates in a Capstone assignment where students present a communication strategy for a regional/functional Unified Combatant Command (UCC). Students must pass all graded assignments and with a minimum score of 70 percent.

TPFN UNIT HOURS AND TYPE: 16L, 14PE

TPFN TOTAL UNIT HOURS: 30

Unit 001 Communication in an Operational Environment

- 001 Prepare a research framework in support of communication planning
- 002 Prepare an assessment framework to measure communication effectiveness
- 003 Review sources of and processes for managing PA capability for operations
- 004 Translate commander's intent into a communication strategy to achieve operational goals and effects
- 005 Perform as a senior spokesperson
- 006 Develop a communication strategy for a regional/functional Unified Combatant Command

INSTRUCTOR/STUDENT RATIO: 2:16L, 4:16PE

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 5

Course Administration

TPFN: DINFOS-JSEPAC-005

TERMINAL TRAINING OUTCOME: During this time student records will be created, updated and archived as the student progresses through the course.

TPFN UNIT HOURS AND TYPE: 7AD

TPFN TOTAL UNIT HOURS: 7

Unit 001 Course Administration

- 001 In-processing (RQM)
- 002 In-processing
- 003 End-of-Course Survey
- 004 Out-processing (Detachments)
- 005 Out-processing (RQM)
- 006 Graduation

INSTRUCTOR/STUDENT RATIO: 1:16AD

SAFETY FACTORS: ROUTINE

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Manual (FDP&E), 4 May 2009
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<http://www.slideshare.net/USNavySocialMedia/navy-social-media-training-materials>

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Under Secretary for Public Diplomacy and Public Affairs Web Site (DOS): <http://www.state.gov/r/>

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