Decision memo (1 of 5): Eliminating Extraneous Promotional & Personal Use Items

Summary The Extended Mission Support Council met on 2/9/2012 and evaluated Eliminating Extraneous Promotional & Personal Use Items. The Mission Support Council made the decision after consultation by the recommender with the following stakeholders, and several others, based on the data and analyses appended.

AAs, Mission Directorates; AA, Education Office; Chief Technologist ; Chief Scientist ; Center Directors; AA, Leg Affairs; AA, Public Affairs; AA, Small Business Programs; Chief, Safety and Mission Assurance; Union

Decision: Based on this review, the Mission Support Council decided:

1. To permit the purchase of only the following promotional and personal use items: Printed materials; Stickers; Lapel Pins; Mission Patches; flown flags; and inexpensive recyclable plastic bags to facilitate the distribution of materials. Purchase of all other items are prohibited.
2. Subject to final review by the P/PU team, adopt the guidelines appended concerning the use of these items; changes to the guidelines would be presented to MSC for approval.
3. No additional controls are needed to comply with the requirements .
4. Should prohibited items be purchased, the responsible party will be required to reimburse appropriated funds and be subject to appropriate disciplinary actions.
5. Apply guidelines 1, 2, 3, and 6 as appended to already purchased items;
6. Document the policy on P/PU in a memorandum from the Administrator.
7. Implement a multi-faceted change management approach, including appropriate training.

Concurrence that this decision was reached in compliance with Mission Support Council procedures:

R. Keegan, ADA, Chair

C. Scolese, AA

W. Whitlow, AA MSD

B. Robinson, CFO

for T. Wilcutt, Chief S&MA

L. Cureton, CIO

Decision memo (2 of 5): Eliminating Extraneous Promotional & Personal Use Items

Decision execution responsibility	Accountable for:
Beth Robinson	Implementation of the Decision

Execution milestone	Milestone Date	Responsible Party
Consider additional items that may be added to the list of permitted items	03-31-2012	Mike Monahan
Develop and implement a change management approach, including training	03-31-2012	Mike Monahan
Provide status on implementation to MSC	07-1-2012	CFO, Beth Robinson

Decision memo (3 of 5): Eliminating Extraneous Promotional & Personal Use Items

Guidelines (A Framework for Analyzing P/PU Item Expenditures)

Prior to making any expenditure of appropriated funds on promotional/personal use items that are given to employees or non-employees, the expenditure/items should be evaluated according to the following SIX principles.

1. Recipient and purpose for the item are clearly articulated.

- Authorized purposes include:
  - •Ceremonial and speakers' gifts (for non-employees, these items need to be purchased using the Administrator's Representation Fund),
  - •Items necessary for disseminating information about Agency activities,
  - •Bona-fide nonmonetary awards (again, for non-employees, these items must be purchased using the Representation Fund).
- Unauthorized purposes to give away personal use items include enhancing employee morale, gifts or awards to contractors using general appropriations, and general "promotion" of a mission or organization.
- Some items that are authorized for certain purposes/recipients may become unauthorized if given for other purposes/recipients (e.g., branded business supplies without information value purchased solely for employee use, but then given to members of public).

2. Item presents NASA and its Program/Missions in the best possible light.

- It should be apparent from the item itself that good business judgment was used in its purchase.
- Purchasing "novelty" or frivolous items is not permitted.
- Items should not be easily used out-of-context or in a manner that could cause the Agency embarrassment.

Decision memo (4 of 5): Eliminating Extraneous Promotional & Personal Use Items – Guidelines, continued

3. Compliance with laws and policy. Agency regulations with guidance on what personal items may be purchased and differing processes of approval include:

- Awards, NPR 3541.1B, NASA Awards and Recognition Program
- Items to be given at conferences, NPR 9700.1, Travel and Conference Attendance and Reporting
- Gifts to speakers and in ceremonial contexts, NPR 9050.1A, Official Representation Fund
- Items for disseminating information, NPD 2521.A, Communications and Material Review
- All items purchased with Purchase Cards, Procurement Information Circular 10-14, Special Approvals for Purchase Card Transactions

4. The item must convey meaningful information (applies to those items whose purpose is to disseminate information, not necessarily for gifts or awards).

- The item containing the information should be targeted to the recipient, logically related to the information and distribution context, and should contain substantive information about mission and/or organization activities (e.g., more than just a logo or website).
- Determine whether the information contained in the item is best disseminated with the item and not more appropriately through other means.
- The information and the use of the particular item in context must be coordinated with other related communication efforts and policies (such as the Communications Materials Review Process) at all levels (mission, Center, Agency).

5. Items should have a low cost, and the item itself should be secondary to the information conveyed, or in the case of a gift or award, to the ceremonial importance of the event or accomplishment.

Decision memo (5 of 5): Eliminating Extraneous Promotional & Personal Use Items – Guidelines, continued

6. The purchasing organization must have an effective plan for ensuring the item(s) reach the intended recipient in the appropriate context.

- Distribution plan should include controls for ensuring that items are not used for purposes/recipients other than those intended.
- Retaining "stocks" of items without intended recipients in mind should be avoided.

Notes on how to use these Guidelines:

- What is included in the terms used above:
  - "Personal use item" excludes mass-printed materials
  - "Given to employees/non-employees" excludes issued supplies such as issued clothing or office items, and items for purchase
  - "Expenditure" covers purchases through any vehicle (including indirectly via contractor or grantee), and would cover NASA excess property repurposed at government expense for use as a P/PU item (eg., an excess part made into a plaque).
  - Except where noted, these criteria should be be applied to ALL CATEGORIES (information dissemination items, awards for employees and non-employees, etc)

- These criteria represent an analysis framework and do not demand a specific outcome (no numerical ranking, no "pass-fail", etc.)