# Defense Information School

**6500 Mapes Road, Fort Meade, Maryland 20755**

# Joint Contingency Public Affairs Course
# Training Program of Instruction

Training Effective Date: 1 October 2020

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# Contents

## Course Description

**PURPOSE:** The purpose of this course is to provide students the knowledge and skills needed to perform the duties of a public affairs/communication strategy practitioner at the operational level. Students will receive training in communication analysis and plans in support of the commander's objectives: Provide Public Affairs in Theater & Provide Public Affairs in the Joint Operational Area.

**SPECIALTY AWARDED:** See individual Service documentation for specialty awarded.

**TRAINING METHODOLOGY:** Resident only

**COURSE DESCRIPTION:** The graduate will study and practice planning and execution of public affairs operations unique to a contingency environment, with an emphasis on operational planning and integration on a joint staff.

**PREREQUISITES:** Students must have graduated from one of these courses: DINFOS-JSPAC, DINFOS-JSEPAC, DINFOS-IPASC, DINFOS-PAOQC, DINFOS-PAQC, or DINFOS PAQCADL-NR/R

See Army Training Requirements and Resources System (ATRRS) site: https://www.atrrs.army.mil/atrrscc/.  School code 212.

## Preface

**REASON FOR NEW TRAINING**: Supports tasks selected by the TTSB conducted on 03 November 2015 and is aligned with the Mass Communication Competency Model created in December 2018.

**IMPLEMENTATION DATE**: Training for this course will begin in FY21, and will be submitted to the appropriate accreditation agencies upon TPI approval by the Commandant.

**COURSE DATA:**  The annual Service input data is a projection for FY 2021

| Course | Length | Student Maximum | Student Minimum | Annual Course Cap | Number of Iterations |
|---|---|---|---|---|---|
| JCPAC (FY21) | 10 days | 16 | 12 | 80 | 5 |

**MANPOWER:**

FY 21 Instructors required:  3

**EQUIPMENT:**  See equipment list.

**FUNDING:**  Any new resource and technology equipment requirements for this course, as identified in the development process, will be coordinated by the department through the Director and the Directorate of Logistics, as well as the Chief Engineer and Chief of Information Technology (as appropriate) for development of the funding strategy to support this course.

**FACILITIES**:  Resident iterations will be conducted in available classrooms.

**BASE OPERATING SUPPORT:**  There are no new billeting or messing requirements.

**POC**: The POC for this action is the Course Development Office, cdo@dinfos.edu

## Training Task Inventory

| Terminal Learning Objective | Competency (K/P) | Training Importance (High – Medium – Low) | | | | |
|---|---|---|---|---|---|---|
| - **Enabling Learning Objectives** | Knowledge/ Performance | USA | USAF | USN | USMC | USCG |
| **Provide PA in the Theater** | P | H | H | H | H | |
| - Outline communication advice and counsel to commander | | | | | | |
| - Perform communication strategy duties within all phases of the Joint Planning Process to drive changes in knowledge, attitudes and/or behaviors | | | | | | |
| - Demonstrate knowledge of the role of PA/CommStrat practitioners and operations in multi-domain and contingency environments | K | H | H | H | H | |
| **Provide PA in the Joint Operations Area** | P | H | H | H | H | |
| - Conduct research and analysis in support of contingency operations | | | | | | |
| - Report influences in the operational environment to gain and maintain the competitive advantage in the operational information environment | | | | | | |
| - Integrate research and analysis into communication planning and information warfare strategies | | | | | | |

# Course Training Standard

1. This Course Training Standard applies to tasks selected and mandated by the uniformed services as listed in the TTI signed in November 2015.

2. A thorough learning analysis of these changes and the impact on the delivery of instruction has been conducted. The CDRE reflects required manpower or equipment resources.

3. This task listing provides for the development of lesson plans, training materials, student performance and progress measurements, and the Training Program of Instruction (TPI). It has been organized and sequenced and reflects the levels of student competency and projected instructional hours to complete task training.

4. Projected hours have been determined by each unit.

| FUNCTIONAL AREA 1: Public Affairs in the Joint Operations Area | COMPETENCY LEVEL |
|---|---|

**TLO 1 Provide public affairs in the theater (Operational Art & Design)**

| | |
|---|---|
| ELO 1.1 Outline communication advice and counsel to commander | **P** |
| ELO 1.2 Perform communication strategy duties within all phases of the Joint Planning Process to drive changes in knowledge, attitudes and/or behaviors | **P** |
| ELO 1.3 Demonstrate knowledge of the role of PA/CommStrat practitioners and operations in multi-domain and contingency environments | **K** |

**TLO 2 Provide public affairs in the joint operations area (Joint Staff & Coalition *integration, planning, coordination*)**

| | |
|---|---|
| ELO 2.1 Conduct research and analysis in support of contingency operations | **P** |
| ELO 2.2 Report influences in the operational environment to gain and maintain the competitive advantage in the operational information environment | **P** |
| ELO 2.3 Integrate research and analysis into communication planning and information warfare strategies | **P** |

*Total Unit Hours: 69*

| FUNCTIONAL AREA 2: Administration | |
|---|---|

**UNIT 1 Course Opening**

**DINFOS In-processing**

**Laptop Issue**

**Course Orientation**

*Total Unit Hours: 2*

**UNIT 2 Course Closing**

**Laptop Turn-in**

**Out-processing**

**Graduation**

*Total Unit hours: 3*

*Total Course Hours: 74*

## Measurement Plan

1. This Measurement Plan establishes procedures for evaluating student achievement of objectives in the Joint Contingency Public Affairs Course (JCPAC) as mandated by the Training Task Inventory (TTI) resulting from the Training Task Selection Board (TTSB) conducted in November 2015 and aligned with the Public Affairs Training and Education Council's Military Communication Competency Model.

2. Evaluation methods. Knowledge-based tasks were not a priority for the services. It was preferential, instead, that students be assessed based on their performance. For grading and reporting purposes, student progress is measured by the following evaluation devices:
   a. Various formative assessment strategies during performance exercise
   b. Performance exams
   c. Peer evaluations

3. Minimum standard. The minimum passing score for each evaluated item is 70 percent. The maximum score on a re-administered exam meeting the minimum standard is a score of 70 percent. Students must achieve a minimum passing score on each assignment before progressing in the course.

4. List of exams. All tasks will be evaluated utilizing formative and summative assessment strategies. Summative assessments are identified below.

5. Recycle/Elimination. Students are not eligible for recycling, and will instead be recommended for elimination. The Service is responsible for obtaining a seat in a later iteration. Any exception to this policy must be requested by the academic director and approved by the directorate.

| **Functional Area 1: Public Affairs in the Joint Operations Area** | | | | |
|---|---|---|---|---|
| **Assessment** | | **TLO Tested** | **Performance Outcome** | **Weight** |
| **Deliverable** | **Research Findings Brief** | PROVIDE public affairs in the theater<br><br>PROVIDE public affairs in the joint operations area | Given lectures, job aids, group and individual exercises, and incorporating concepts such as<br>● issue management<br>● complex adaptive systems thinking<br>● cross-synergy planning<br>● battle rhythm and staff integration<br>● information disorder<br>the student enrolled in JCPAC should be able to<br>● OUTLINE communication advice and counsel to commander<br>● CONDUCT research and analysis in support of contingency operations<br>● REPORT influences in the operational environment to gain and maintain the competitive advantage in the operational information environment<br>and should also be able to earn a minimum score of 70% on the following assessment(s):<br>**Research Findings Brief** (individual and group presentations) | **20%** |
| ELO(s)<br>1.1 OUTLINE communication advice and counsel to commander<br>2.1 CONDUCT research and analysis in support of contingency operations<br>2.2 REPORT influences in the operational environment to gain and maintain the competitive advantage in the operational information environment | | | | |

| | Assessment | TLO Tested | Performance Outcome | Weight |
|---|---|---|---|---|
| **Deliverable** | **Communication Strategy (Part 1: Paper)** | PROVIDE public affairs in the theater | Given the sum of review materials provided, communication product evaluation and feedback, lectures, job aids, and handouts, the student enrolled in JCPAC should be able to INTEGRATE research and analysis into communication planning and information warfare strategies and OUTLINE communication advice and counsel to commander and earn a minimum score of 70% on the following assessment: **Communication Strategy PAPER** | **25%** |
| **Deliverable** | **Communication Strategy (Part 2: Brief)** | PROVIDE public affairs in the theater | Given the sum of review materials provided, communication product evaluation and feedback, lectures, job aids, and handouts, the student enrolled in JCPAC should be able to verbally OUTLINE communication advice and counsel to commander and earn a minimum score of 70% on the following assessment: **Communication Strategy BRIEF** | **25%** |

ELO(s)
1.1 OUTLINE communication advice and counsel to commander
2.3 INTEGRATE research and analysis into communication planning and information warfare strategies

| | Assessment | TLO Tested | Performance Outcome | Weight |
|---|---|---|---|---|
| **Deliverable** | **Products: Annex F, Staff Estimate, Proposed PAG, Communication Products & Engagement** | PROVIDE public affairs in the theater | Given the following:<br>● sum of review materials provided in lectures, job aids, handouts; and<br>● injects and feedback (provided during the scenario exercise) including the following:<br>   ○ articles and social media released on SimDeck;<br>   ○ instructor/roleplayer feedback;<br>   ○ communication product assessments;<br>   ○ templates;<br>   ○ reference materials; and<br>   ○ command directives<br>the student enrolled in JCPAC should be able to PERFORM communication strategy duties within all phases of the Joint Planning Process to drive changes in knowledge, attitudes, and/or behaviors of relevant actors. The student should be able to earn a minimum score of 70% on the following assessment(s): **Annex F; Estimate; Public Affairs Guidance; and Communication Products & Engagement** | **10%** |

ELO(s)
1.2 PERFORM communication strategy duties within all phases of the Joint Planning Process to drive changes in knowledge, attitudes, and/or behaviors
   of relevant actors

| Assessment | | TLO Tested | Performance Outcome | Weight |
|---|---|---|---|---|
| **Deliverable** | **Interaction / Coordination with J-Staff** | PROVIDE public affairs in the theater | Given opportunities to demonstrate a proactive skill set (comprised of behaviors such as situational awareness, strategic foresight, intentional action, big picture awareness, proactive behaviors, the demonstration of bias for action, etc.) while interacting and coordinating with J-Staff, the student enrolled in JCPAC should be able to DEMONSTRATE knowledge of the role of PA/CommStrat practitioners and operations in multi-domain and contingency environments and earn a minimum score of 70% on the following assessment: **Interaction / Coordination with J-Staff** | **20%** |
| ELO(s) <br> 1.3 DEMONSTRATE knowledge of the role of PA/CommStrat practitioners and operations in multi-domain and contingency environments | | | | |

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