



NEW MEXICO MILITARY INSTITUTE

101 West College Boulevard
Roswell, New Mexico 88201-5173
575-624-8400
Fax: 575-624-8459



COMMANDANT OF CADETS
DEAN OF STUDENTS

1 August 2020

Memorandum for: Corps, Staff, and Faculty

Subject: Standard Operating Procedure governing Cadet Public Affairs Officer (PAO), PA Noncommissioned Officer in Charge (PANCOIC) / Photo Chief, and Photo Squad

1. **Purpose:** This Standard Operating Procedure (SOP) outlines the policy and procedures for the management of the Cadet PAO, PANCOIC/Photo Chief, and Photo Squad
2. **Applicability:** This SOP is effective 9 October 2018 and applies to all external organizations, mission elements, staff, faculty, and NMMI contractors.
3. **Scope:**
 - a. The Corps Public Affairs Officer serves on the Regimental Staff and serves as the senior cadet liaison with the Director of Marketing and Communications (MARCOM), and the Commandant of Cadets with supporting missions to the Chief of Staff, Director of Admissions, Athletic Information Officer, and Alumni Relations Director. The PAO and the PAONCOIC serve as a team along with the Regimental Photo Squad to capture and archive photographs of major Corps or NMMI events during the School Year and provide photographic support to publications including The NMMI Dispatches, Sally Port, NMMI Facebook page, Parent E News, and other events as directed.
 - b. The Photo Squad consists of cadets in Good Standing who participate as a Cadet Activity during the fall and spring semesters each year. The standard composition of the Photo Squad is two cadets per squadron under the direct supervision of the PAONCOIC/Photo Chief.
4. **Responsibilities:**
 - a. **Chief of Staff:**
 - 1) Serves as the principle NMMI staff officer responsible for the Directors of Admissions, Marketing and Communication, Information Services and Education Technology.
 - b. **The Directors of Marketing Communications and Admissions:**
 - 1) Has access to Photo Squad data and repository.
 - 2) Provides graphic support as needed for articles and publications.
 - 3) Manages the Cadet MARCOM committee
 - 4) Tasks the Photo Squad
 - 5) Submits status requests to DCO for cadet missions

- 6) Submits cadet videos and photos to Cmdt/DCO/DCS for review prior to publishing
- 7) Responsible for the development and maintenance of the NMMI recruiting, retention, and marketing strategy under the direction of the Superintendent and the Chief of Staff. The Director of Marketing Communications:
- 8) Provides recommendations for Cadet Public Affairs and Photo Squad support to online and hard-copy materials and articles for internal and external communications.
- 9) Synchronizes cadet produced photography or initiatives with the Marketing and Communication strategy.
- 10) Requests PAO and Photo Squad support for recruiting missions as required to the DCS.
- 11) Inventories, issues, and receives returned Photo Squad cameras.

c. **Director of Admissions:**

- 1) Recommends cadet public affairs and photo support to activities like “Open House” or other special on or off-Post recruiting possibilities.
- 2) Uses cadet produced materials in recruiting programs.
- 3) Requests PAO and Photo Squad support for recruiting missions as required to the DCS.

d. **Director, Information Services and Education Technology:**

- 1) Provides technical guidance on systems, equipment, and capabilities that best support Photo Squad missions and archiving of data.

e. **Director, Alumni Relations Office:**

- 1) Requests PAO and Photo Squad support for recruiting missions as required to the DCS.

f. **Deputy Commandant for Support:**

- 1) Supervises the Cadet Regimental PAO, PAONCOIC, and Cadet Photo Squad.
- 2) Provides missioning tasks and direction for the PAO/NCO and Photo Squad received from key staff elements or departments, and coordinates with MARCOM as necessary.
- 3) Manages PAO and Photo Squad support to Corps events and Corps day-to-day operations (e.g. Parade practices, parades, special ceremonies, community service) in conjunction with MARCOM.
- 4) Screens and prioritizes tasking requests from all directorates or departments for the Photo Squad in conjunction with MARCOM.
- 5) Provides the current roster for the Photo Squad to the Cadet Activities administrative assistant and ensures the roster is screened for Good Standing.

6) Include appropriate taskings as required in DCS-authored LOIs.

g. **DCO:**

- 1) Suggest events or missions where the PAO and Photo Squad would best support the Corps Learning Outcomes and support to recruiting, retention, and marketing.
- 2) Approve status requests for approved missions.
- 3) Include appropriate taskings as required in DCO-authored LOIs.
- 4) Provide guidance and direction on the recommended use of the PAO and Photo Squad.

h. **Special Projects Analyst / Admin Specialist to the Commandant**

- 1) Has access to Photo Squad data and repository.
- 2) Provides graphic support as needed for articles and publications.
- 3) Manages Photo Squad Cadet Activity roster.

5. **Procedures for requesting PAO and Photo Squad support.**

- a. The key staff elements listed at paragraph 3. Responsibilities will submit requests to the DCS for PAO and/or Photo Squad support. The DCS will review the requests and make recommendations for support and de-conflict schedules.
- b. The DCO, DCS, and Special Projects Analyst or Admin Assistant sitting on Marketing, Retention, and/or Customer Relations Committees will provide guidance and considerations for the use of the Cadet PAO and Photo Squad to topics and events discussed.
- c. The DCS, in the role of community service liaison, tracks opportunities for photo and/or article development.
- d. The Chief of Staff may provide guidance and recommendation for Cadet PAO and Photo Squad support at the direction of the President/Superintendent.

6. **Procedures for Photo Squad products and use.**

- a. Photo squad members will be trained on the use of the NMMI photographic equipment including cameras and software.
- b. Cadet photographers will download their photos into a “holding area” for review by the DCS or representative designated by the Commandant. Before a photo or file is transferred to a “visible area” consisting of material approved for publication, it may be “culled” to ensure quality and the proper image NMMI seeks to use the material for (e.g. cadets in proper uniform and appearance or other background images that may not represent NMMI values).

- c. The cadet photographer will save their work to a file with the following naming convention: <photographer name/ID>-<date images taken>-<event description>
- d. Cadet photographers who fail to routinely save their work as described above or who fail to provide usable products may be rotated out of the Photo Squad Cadet Activity.
- e. Vetted (approved) photos or other products will be held in a “visible repository” and be available for use by any of the approved NMMI staff elements involved in recruiting and marketing.

Arthur C. Houghtby II
Lieutenant Colonel, USMCR
Interim Commandant of Cadets