

MEMORANDUM THROUGH Budget Officer, Admissions

MEMORANDUM FOR Acting Director, Admissions

SUBJECT: Exception to VCSA Immediate Spending Restriction for purchase of Admissions Search Lists for Class of 2012 and beyond candidates.

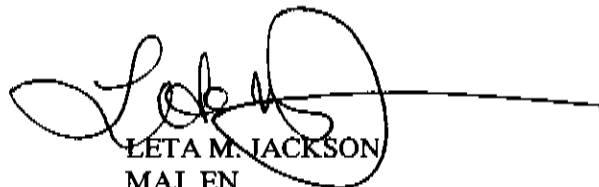
1. Request authorization to purchase the National Research Center for Colleges and Universities Admissions (NRCCUA) student list to identify potential candidates for the Classes of 2012 and beyond. The Admissions directorate annually has purchased names from NRCCUA for the past several years to maintain an adequate candidate pool to meet West Point enrollment mission.

List Type	Quantity	Cost
Majority Military Freshmen – Juniors A+ to A- GPA	68,884	\$20,665.20
Minority Military Freshmen – Juniors A+ to B- GPA	88,840	\$26,652.00
Majority General majors Freshmen – Juniors A+ to A- GPA	21,138	\$ 6,341.60
Minority General majors Freshmen – Juniors A+ to A- GPA	21,138	\$ 6,341.60
<b>TOTAL</b>	<b>200,000</b>	<b>\$60,000.00</b>

2. Sole Source justification is attached.

3. NRCCUA names cost \$.30 each, plus a one-time \$125 processing fee which will be paid by GPC.

4. POC for this memorandum is the undersigned, x5730.

  
 LETA M. JACKSON  
 MAJ, EN  
 Admissions Marketing Officer

DECISION AUTHORITY  
 Acting Director of Admissions:

\_\_\_\_ Approved  
 \_\_\_\_\_ Disapproved

United States Military Academy, 002893  
 Summary  
 9/24/07

Description	Volume	Maximum Volume
✓ '09-'11 Minority Military (B)	88,840	ALL
✓ '09-'11 Majority Military (B)	68,884	
'10-'11 Minority Gen Subj (B)	72,197	
'10-'11 Majority Gen Subj (B)	175,240	

TOTAL # OF NAMES 37,724  
 405,161

Cost @ \$.30 per name \$ 121,548.30  
 447,317.20

Handwritten calculation:  
 447,317.20  
 -----  
 x .30  
 -----  
 134,195.16



Creating a brighter future for America's youth, with integrity...through a unique process  
 that captures and shares educational and career aspirations...one dream at a time.

NRCE IA

United States Military Academy, 002893  
 Revised Summary  
 9/26/07

Description	Volume
09-'11 Minority Military(B+) A+..B+	50,222
09-'11 Majority Military(A-) A+..A-	68,884
<del>10-'11 Minority Gen Sub(A-) A+..A-</del>	<del>35,521</del>
<del>10-'11 Majority Gen Sub(A-) A+..A-</del>	<del>85,857</del>

TOTAL # OF NAMES 240,484

Cost @ \$.30 per name \$ 72,145.20

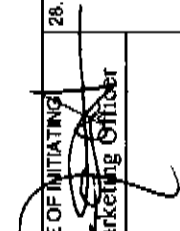
MAX VOLUME  
 21,138  
 21,138  
 42,276  
 21,138  
 268,280

95k



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NRCE IA

<b>PURCHASE REQUEST AND COMMITMENT</b> <small>For use of this form, see AR 37-1; the proponent agency is OAS(AFM)</small>		1. PURCHASE INSTRUMENT NO. <b>W16DAD</b>		2. REQUISITION NO.		3. DATE <b>9 October 2007</b>		PAGE 1 OF 1 PAGES	
4. TO: Directorate of Contracting, Bldg 68L, West Point, NY 10996		5. THRU: Admissions Budget Office, West Point, NY 10996		6. FROM: D/Admissions, 606 Thayer Road, West Point NY 10996		9. NOT LATER THAN (Date) <b>14 NOV 2007</b>		11. TELEPHONE NUMBER <b>(845) 938-5730</b>	
It is requested that the supplies and services enumerated below or on attached list be									
7. PURCHASED FOR Same as Block #6		8. DELIVERED TO Same as Block #6		10. NAME OF PERSON TO CALL FOR ADDITIONAL INFORMATION <b>Major Shelly Jackson</b>		FUND CERTIFICATION The supplies and services listed on this request are properly chargeable to the following allotments, the available balances of which are sufficient to cover the cost thereof, and funds have been committed.			
12. LOCAL PURCHASES AUTHORIZED AS THE NORMAL MEANS OF SUPPLY FOR THE FOREGOING BY <input type="checkbox"/>		13. REQUISITIONING DISCLOSES NONAVAILABILITY OF ITEMS AND LOCAL PURCHASE IS AUTHORIZED BY <input type="checkbox"/>		EMERGENCY SITUATION PRECLUDES USE OF REQUISITION CHANNELS FOR SECURING ITEM.					
14. ITEM		15. DESCRIPTION OF SUPPLY OR SERVICES		16. QUANTITY		17. UNIT		18. ESTIMATED	
1		National Research Center for College and University Admissions		200,000 ea		ea		TOTAL COST \$60,000	
25. THE FOREGOING ITEMS ARE REQUIRED NOT LATER THAN AS INDICATED ABOVE FOR THE FOLLOWING PURPOSE NOTE: Send invoice to: Directorate of Admissions, ATTN Budget Office, 606 Thayer Road, West Point NY 10996									
27. TYPED NAME AND GRADE OF INITIATING OFFICER <b>Shelly Jackson, WPA Marketing Officer</b>		28. SIGNATURE 		29. DATE		34. TYPED NAME AND GRADE OF APPROVING OFFICER OR DESIGNEE <b>Kevin Bouren, MAJ, Executive Officer</b>		35. SIGNATURE	
30. TELEPHONE NUMBER <b>Ext 5730</b>		31. TYPED NAME AND GRADE OF SUPPLY OFFICER		32. SIGNATURE		33. DATE		36. DATE	
23. DISCOUNT TERMS		24. PURCHASE ORDER NUMBER		26. DELIVERY REQUIREMENTS		ARE MORE THAN 7 DAYS REQUIRED TO INSPECT AND ACCEPT THE REQUESTED GOODS OR SERVICES YES <input type="checkbox"/> NO <input type="checkbox"/> IF YES, NUMBER OF DAYS REQUIRED			

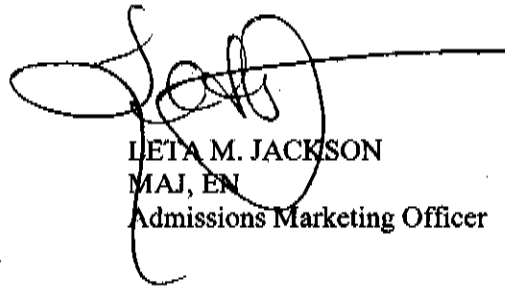
38. AMOUNT OF COMMITMENT \$														
DATE	REFERENCE NUMBER	OBLIGATED INCURRED	UNOBLIGATED BALANCE	REMARKS	DATE	REFERENCE NUMBER	OBLIGATED INCURRED	UNOBLIGATED BALANCE	37. OBLIGATION RECORD					
									REFERENCE NUMBER	OBLIGATED INCURRED	UNOBLIGATED BALANCE	REMARKS	DATE	REFERENCE NUMBER

39. PROCUREMENT DATA														
BIDDER NO.	Item Qty Unit	DISCOUNT DAYS	BUSH-NESS			DELIVERY TIME	DESTINATION FOB POINT							
			10	20	30			NI	Lg	Sm				

## MEMORANDUM FOR Directorate of Contracting

SUBJECT: National Research Center for College and University Admissions Sole Source Justification

1. Request authorization to purchase the below category of student lists solely from the National Research Center for Colleges and Universities Admissions (NRCCUA) to identify potential candidates for the Classes of 2012 and beyond. NRCCUA is one of three organizations (CollegeBoard and ACT) that the Admissions office has annually purchased names from over the past decade to maintain an adequate candidate pool to meet the West Point Admissions enrollment mission.
2. Competitive colleges, namely West Point's sister academies and Ivy League institutions, purchase names from NRCCUA. It is imperative that West Point Admissions continue to purchase the NRCCUA student lists in order to identify and attract America's brightest college-bound youth in order to meet the Admissions mission to enroll a diversified class for each new academic year and maintain competitiveness with our peer institutions. Each year approximately 60 or 5 percent of the New Cadet class are students originating from a NRCCUA student list.
3. NRCCUA names cost \$.30 each, plus a one-time \$125 processing fee which will be paid by GPC.
4. POC for this memorandum is the undersigned, x5730, Admissions Marketing Officer.



DELTA M. JACKSON  
MAJ, EN  
Admissions Marketing Officer

## DECISION AUTHORITY

Acting Director of Admissions:

\_\_\_\_\_ Approved  
\_\_\_\_\_ Disapproved