



UNITED STATES MARINE CORPS  
MARINE AIR GROUND TASK FORCE TRAINING COMMAND  
MARINE CORPS AIR GROUND COMBAT CENTER  
BOX 788100  
TWENTYNINE PALMS, CALIFORNIA 92278-8100

CCO 5000.11B  
BPO

FEB 27 2015

COMBAT CENTER ORDER 5000.11B

From: Commanding General  
To: Distribution List

Subj: COMMAND POLICY FOR THE USE OF THE INTERACTIVE CUSTOMER EVALUATION SYSTEM

Ref: DoD Interactive Customer Evaluation (ICE) System Policy Memorandum, July 31, 2009

Encl: (1) Use of Nonpublic Information  
(2) Assignment of Service Provider Manager Letter  
(3) Prohibited Uses of the ICE System

1. Situation. In accordance with the reference, the Commanding General (CG) has directed that the Department of Defense ICE System will be used as one of many strategic tools to monitor and gauge satisfaction levels associated with services provided by the Marine Air Ground Task Force Training Command (MAGTFTC), Marine Corps Air Ground Combat Center (MCAGCC). For ICE to be an effective management tool, an adequate level of feedback is required and a method for responding to and acting upon input must be in place.

2. Cancellation. CCO 5000.11A.

3. Mission. Establish guidance to ensure the appropriate and effective use of the ICE System, and to encourage needed input from members of the Operating Forces and their families.

4. Execution

a. Commander's Intent and Concept of Operations

(1) Commander's Intent. Improve and sustain service levels and to ensure favorable customer relations. Designated Service Provider Managers (SPM) in each staff section are responsible for answering ICE comments within five days or one work week from the time of receipt when a reply is requested.

(2) Concept of Operations. Response to ICE comments may be made by telephone or email. If a complete answer cannot be provided within five days, an interim reply will be provided to indicate the issue is being worked or has been redirected to the proper staff section. If the primary SPM will be absent for an extended period, the alternate SPM will be responsible for making timely replies. SPMs will make an entry in the follow-up section of ICE to document each reply and any action taken.

DISTRIBUTION STATEMENT A: Approved for public release; distribution is unlimited.

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b. Subordinate Element Missions

(1) Director, Business Performance Office (BPO). Is designated as the MAGTFTC, MCAGCC Site Administrator and will:

(a) Grant access to and provide training for SPMs on the ICE System, and ensure SPM lists are regularly updated.

(b) Monitor the ICE System for trends that identify opportunities for improvement or new services.

(c) Ensure ICE data quality through daily monitoring of comment submissions and responses.

(d) Ensure confidentiality of ICE comment submissions through SPM adherence to enclosure (1).

(e) Provide the CG with quarterly or as needed reports on response rates for each facility and service participating in ICE. Information on emergent trends will be provided weekly.

(2) Commanding Officers (COs), Assistant Chiefs of Staff (ACs/S), Special Staff Officers, and Officers-in-Charge (OICs)

(a) Assign at least two SPMs (a primary and alternate) in writing to each MAGTFTC, MCAGCC service or facility. Written assignments will be sent via email to BPO at SMBPLMSBPO@usmc.mil using enclosure (2).

(b) Ensure that training on use of the ICE System is provided to assigned SPMs through the BPO. Training will be requested via email to BPO at the above address.

(c) Ensure that assigned SPMs check the ICE System daily for new comments and provide responses to comments within five working days of receipt. SPMs will update the ICE System with details of all responses provided to ensure that reports of response rates are accurate.

(d) Ensure that assigned SPMs protect the confidentiality of customer contact information and the content of any provided comments. Contact information will not be used to track down an individual for the purpose of retribution or retaliation.

(e) Provide BPO immediate notice of any prohibited use of the ICE System per enclosure (3). Notification will be sent via email to the above address.

(f) Notify BPO of changes in assignments of SPMs via email to the above address.

5. Administration and Logistics. Distribution statement A directives issued by the CG are distributed via email upon request and can be viewed at <http://www.29palms.marines.mil/Staff/G1Manpower/AdjutantOffice/Orders.aspx>.

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6. Command and Signal

a. Command. This Order is applicable to all COs, ACs/S, Special Staff Officers, and OICs under the cognizance of the CG, MAGTF/TC, MCAGCC.

b. Signal. This Order is effective the date signed.

  
J. B. HANLON  
Chief of Staff

Distribution: A

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## Use of Nonpublic Information

ICE comment submissions are considered nonpublic information. SPMs are reminded that any violation of 5 CFR 2635.703 (printed below) may be cause for appropriate corrective or disciplinary action to be taken under applicable Government wide regulations or agency procedures. Such action may be in addition to any action or penalty prescribed by law.

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§2635.703 Use of nonpublic information

(a) **Prohibition.** An employee shall not engage in a financial transaction using nonpublic information, nor allow the improper use of nonpublic information to further his own private interest or that of another, whether through advice or recommendation, or by knowing unauthorized disclosure.

(b) **Definition of nonpublic information.** For purposes of this section, nonpublic information is information that the employee gains by reason of Federal employment and that he knows or reasonably should know has not been made available to the general public. It includes information that he knows or reasonably should know:

(1) Is routinely exempt from disclosure under 5 U.S.C. 552 or otherwise protected from disclosure by statute, Executive order or regulation;

(2) Is designated as confidential by an agency; or

(3) Has not actually been disseminated to the general public and is not authorized to be made available to the public on request.

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Assignment of Service Provider Manager Letter

**UNITED STATES MARINE CORPS**  
 MARINE AIR GROUND TASK FORCE TRAINING COMMAND  
 MARINE CORPS AIR GROUND COMBAT CENTER  
 BOX 788100  
 TWENTYNINE PALMS, CALIFORNIA 92278-8100

5000  
 Org Code

From: Assistant Chief of Staff G-1  
 To: Director, Business Performance Office

Subj: APPOINTMENT AS INTERACTIVE CUSTOMER EVALUATION (ICE)  
 SERVICE PROVIDER MANAGER (SPM)

Ref: (a) CCO 5000.11B

1. In accordance with reference (a), the following individual is appointed to serve as the ICE Service Provider Manager for the (Ex. G-1 Assistant's office).

2. The following information is provided:

- a. First Name:
- b. Middle Initial:
- c. Last Name:
- d. Email Address:
- e. Commercial Work Phone Number:
- f. Rank (use O, W, or Civilian):
- g. Title:

3. List of activities this SPM will have access to in ICE:

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4. This appointment is effective immediately and will remain in effect until rescinded or upon transfer of said individual.

I. M. MARINE  
 By direction

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## Prohibited Uses of the Ice System

The ICE system will NOT be used for any of the following purposes:

1. To submit employee complaints about management or other employees.
2. To solicit business or request employment.
3. To spread rumors.
4. To make public announcements.
5. To conduct employee surveys.
6. To conduct organizational assessments.
7. To rate or rank employees, or to determine salary and employment actions.
8. To determine contract compliance.
9. To contact individuals not directly related to the service being provided.
10. To distribute SPAM or unrelated information.
11. To threaten or harm. Appropriate steps, including contacting law enforcement, will be taken to track down any such activity.
12. To report a threat, crime, or other misconduct. The customer should contact law enforcement directly, the Command Inspector General, or other more appropriate avenues to report such issues.