



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 5000.11D

G-7

MAY 16 2025

COMBAT CENTER ORDER 5000.11D

From: Commanding General
To: Distribution List

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

Ref: (a) DoD Washington Headquarters Services (WHS), 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 Interactive Customer Evaluation (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 5000.11C.

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 three business days from the time of receipt.

(2) Concept of Operations. Response to ICE comments may be made by telephone or email. If a complete answer cannot be provided within three business 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.

b. Subordinate Element Missions

(1) Assistant Chief of Staff (AC/S), G-7, Government and External Affairs. The AC/S, G-7 is designated as the MAGTFTC, MCAGCC ICE 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 Chief of Staff and staff directorates with weekly reports.

(f) Provide the CG with monthly roll-up reports and analytics of trends within the ICE system.

(2) Commanding Officers (COs), ACs/S, Division Directors, Special Staff Officers (SSOs), 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 the ICE administrator using enclosure (2).

(b) Ensure that assigned SPMs receive training on the use of the ICE System from the ICE administrator.

(c) Ensure that assigned SPMs check the ICE system daily for new comments and provide responses to comments within three business 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 the ICE administrator immediate notice of any prohibited use of the ICE system per enclosure (3). Notification will be sent via email.

(f) Notify the ICE administrator of changes in assignments of SPMs via email.

5. Administration and Logistics. Directives of the Combat Center are published and distributed electronically. Electronic Combat Center Orders can be found at <https://www.29palms.marines.mil/Staff-Offices/G-1-Manpower-Directorate/Adjutant/#combat-center-orders/>.

6. Command and Signal

a. Command. This Order is applicable to all COs, ACs/S, DivDirs, OICs, SSOs, and activities that fall under the cognizance of the CG, MAGTFTC, MCAGCC.

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



M. H. CLINGAN

DISTRIBUTION: A

Use of Nonpublic Information

Interactive Customer Evaluation (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.

§2635.703 Use of nonpublic information

(a) Prohibition. Employees may not engage in financial transactions using nonpublic information, nor allow the improper use of nonpublic information to further their own private interests or those 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 the employee knows or reasonably should know has not been made available to the general public. It includes information that the employee 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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5000
Org Code
DATE

Assignment of Service Provider Manager Letter

From: Assistant Chief of Staff, G-1, Manpower
To: Assistant Chief of Staff, G-7, Government and External Affairs
Subj: APPOINTMENT AS INTERACTIVE CUSTOMER EVALUATION (ICE) SERVICE PROVIDER
MANAGER (SPM)
Ref: (a) CCO 5000.11D

1. In accordance with the reference, the following individual is appointed to serve as the ICE Service Provider Manager for the [insert Office name].

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 CIV or civilian):
- g. Title:

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

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

I. M. MARINE

Use of Nonpublic Information

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 false or inaccurate information.
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 use other, more appropriate avenues to report such issues.