

Training and Evaluation Outline Report

Status: Approved

21 May 2015

Effective Date: 15 Sep 2016

Task Number: 71-8-5335

Task Title: Develop Information Strategies (Division and Above)

Distribution Restriction: Approved for public release; distribution is unlimited.

Destruction Notice: None

Foreign Disclosure: FD1 - This training product has been reviewed by the training developers in coordination with the Fort Leavenworth, KS foreign disclosure officer. This training product can be used to instruct international military students from all approved countries without restrictions.

Supporting Reference(s):

Step Number	Reference ID	Reference Name	Required	Primary
	FM 3-13	Inform and Influence Activities	Yes	Yes
	FM 3-61	Public Affairs, Tactics, Techniques and Procedures http://armypubs.army.mil/doctrine/DR_pubs/dr_a/pdf/fm3_61.pdf	Yes	No

Conditions: The command receives a mission order from higher headquarters and the commander issues guidance on developing information strategies. The command establishes communications with subordinate, adjacent, and higher headquarters. The mission command system is operational and processing information. Some iterations of this task should be performed in MOPP 4.

Standards: The staff develops and implements information strategies and effectively communicates command messages to assist in mission accomplishment in accordance with the commanders intent, orders from higher headquarters, and standard operating procedures.

Live Fire Required: No

Objective Task Evaluation Criteria Matrix:

Plan and Prepare		Execute						Assess	
Operational Environment	Training Environment (L/V/C)	Training/Authorized	% of Leaders Present at	% of Soldiers Present at	External Eval	% Performance Measures 'GO'	% Critical Performance Measures 'GO'	% Leader Performance Measures 'GO'	Task Assessment
BDE & Above									
Dynamic and Complex (All OE Variables and Hybrid Threat)	Night	IAW unit CATS statement.	>=85%	>=80%	Yes	>=91%	All	>=90%	T
			75-84%			80-90%		80-89%	T-
Dynamic and Complex (All OE Variables and Single Threat)	Day		65-74%	75-79%	No	65-79%	<All	<=79%	P
			60-64%	60-74%		51-64%			P-
Dynamic and Complex (<All OE Variables and Single Threat)			<=59%	<=59%	<=50%	U			

Remarks: None

Notes: None

Safety Risk: Low

Task Statements

Cue: None

DANGER

Leaders have an inherent responsibility to conduct Composite Risk Management to ensure the safety of all Soldiers and promote mission accomplishment.

WARNING

Composite Risk Management is the Army's primary decision-making process to identify hazards, reduce risk, and prevent both accidental and tactical loss. All Soldiers have the responsibility to learn and understand the risks associated with this task.

CAUTION

Identifying hazards and controlling risks across the full spectrum of Army functions, operations, and activities is the responsibility of all Soldiers.

Performance Steps and Measures

NOTE: Assess task proficiency using the task evaluation criteria matrix.

NOTE: Asterisks (*) indicate leader steps; plus signs (+) indicate critical steps.

STEP/MEASURE	GO	NO-GO	N/A
1. The staff develops a comprehensive information strategy program to assist in mission accomplishment intended to:	N/A	N/A	N/A
a. Translate understanding of the situation to an audience.	N/A	N/A	N/A
b. Establish confidence in the force.	N/A	N/A	N/A
c. Counter misinformation and propaganda communicated in the Global Information Environment (GIE).	N/A	N/A	N/A
2. The staff coordinates information strategies and efforts by:	N/A	N/A	N/A
a. Communicating public affairs guidance (PAG) from higher to subordinate units to include command themes and messages.	N/A	N/A	N/A
b. Implementing information campaign themes and messages and providing additional information products to subordinate command public affairs (PA) staffs.	N/A	N/A	N/A
c. Providing help to commanders to manage internal information (Command Information) and external information (Public Information) to include hometown news release program.	N/A	N/A	N/A
d. Providing PA support to the civil military operations element for the development and implementation of civil affairs programs.	N/A	N/A	N/A
e. Providing support for information to higher echelon PA requirements.	N/A	N/A	N/A
f. Coordinating the dissemination of information and information products received from higher echelons down to subordinate units.	N/A	N/A	N/A
g. Providing subordinate commands with information useful in preparing information products for internal and external release.	N/A	N/A	N/A
h. Confirming disseminated information is not contradictory.	N/A	N/A	N/A
3. The staff develops information objectives or goals which should include:	N/A	N/A	N/A
a. Establishing an accurate perception of the particular military situation or mission.	N/A	N/A	N/A
b. Developing an understanding of individual and unit roles in mission accomplishment.	N/A	N/A	N/A
c. Establishing confidence in America's Army to accomplish the assigned mission in accordance with our national values.	N/A	N/A	N/A
d. Establishing confidence in and support for American soldiers.	N/A	N/A	N/A
4. The staff coordinates information collection during all phases of an operation to:	N/A	N/A	N/A
a. Identify the various target audiences, populations, and densities.	N/A	N/A	N/A
b. Determine information needs of the various target audiences.	N/A	N/A	N/A
c. Monitor events in the GIE or Military Information Environment (MIE).	N/A	N/A	N/A
d. Analyze events in the GIE/MIE.	N/A	N/A	N/A
e. Secure information from a variety of credible sources for information, to include:	N/A	N/A	N/A
(1) Operational, administrative, logistical, staff, command and support channels.	N/A	N/A	N/A
(2) Soldiers.	N/A	N/A	N/A
(3) Developed sources.	N/A	N/A	N/A
(4) Media.	N/A	N/A	N/A
(5) Culture at large.	N/A	N/A	N/A
(6) Subject matter experts.	N/A	N/A	N/A
5. The staff develops and produces products to assist with operations.	N/A	N/A	N/A
a. Develop informational products (such as digital text, graphics, and photos, printed publications, audio/video news releases, and graphic imagery) into consolidated campaigns designed specifically to present the Army's perspective by:	N/A	N/A	N/A
(1) Developing story ideas that support the commander's PA guidance and themes for the operation.	N/A	N/A	N/A
(2) Reviewing the context of the information for its impact on internal and external community relations.	N/A	N/A	N/A
b. Produce products in accordance with PAG, Soldiers' Manuals, Field Manuals, standard operating procedures, Army policies/regulations, and Department of Defense (DOD) directives.	N/A	N/A	N/A
c. Determines methods (print, video, audio, visual, digital) for distribution of products.	N/A	N/A	N/A
d. Obtains command approval of products.	N/A	N/A	N/A
6. The staff protects vital information by:	N/A	N/A	N/A
a. Establishing operational security (OPSEC) guidelines.	N/A	N/A	N/A
b. Protecting digital images, information products, and PA and non-PA mission command networks and information systems from compromise and intrusion.	N/A	N/A	N/A
c. Developing procedures and guidelines for releasing information within security, propriety, and safety considerations of the ongoing military operations.	N/A	N/A	N/A
d. Briefing the media on unit operations and ground rules for media coverage of military operations.	N/A	N/A	N/A
e. Reviewing material scheduled for release to the media for OPSEC limitations or requirements.	N/A	N/A	N/A

7. The staff distributes media products by:	N/A	N/A	N/A
a. Developing a distribution scheme with the commander, staff, and supporting signal agencies.	N/A	N/A	N/A
b. Coordinating the distribution plan.	N/A	N/A	N/A
c. Coordinating use of contracted services and organic military assets to make distribution.	N/A	N/A	N/A
d. Confirming prompt delivery of PA products.	N/A	N/A	N/A
e. Conducting periodic quality control checks.	N/A	N/A	N/A
f. Updating the distribution scheme as necessary, based on changing population densities or information products.	N/A	N/A	N/A
g. Coordinating the dissemination of information and information products received from senior commands to subordinate commands.	N/A	N/A	N/A
8. The staff evaluates the processes to ensure the information strategies/campaigns meet their objectives by:	N/A	N/A	N/A
a. Monitoring local and national news media products (visual, print and audio, internet) and analyzing them for PA implications.	N/A	N/A	N/A
b. Monitoring public perceptions.	N/A	N/A	N/A
c. Assessing the strategy based on the following questions:	N/A	N/A	N/A
(1) Did we achieve our objectives?	N/A	N/A	N/A
(2) Did we effectively communicate our policies and programs?	N/A	N/A	N/A
(3) Did our efforts positively affect the operation?	N/A	N/A	N/A
(4) Did the American public support our Soldiers?	N/A	N/A	N/A
(5) Did our efforts enhance unit cohesion?	N/A	N/A	N/A
(6) What audiences received our messages?	N/A	N/A	N/A
(7) What was the impact of our communication programs on these audiences?	N/A	N/A	N/A
d. Conducting analysis based on solid information to determine corrections and/or changes in courses of action.	N/A	N/A	N/A
9. The staff provides the commander feedback on the effectiveness of information strategies.	N/A	N/A	N/A

TASK PERFORMANCE / EVALUATION SUMMARY BLOCK							
ITERATION	1	2	3	4	5	M	TOTAL
TOTAL PERFORMANCE MEASURES EVALUATED							
TOTAL PERFORMANCE MEASURES GO							
TRAINING STATUS GO/NO-GO							

ITERATION: 1 2 3 4 5 M

COMMANDER/LEADER ASSESSMENT: T P U

Mission(s) supported: None

MOPP 4: Sometimes

MOPP 4 Statement: None

NVG: Never

NVG Statement: None

Prerequisite Collective Task(s):

Step Number	Task Number	Title	Proponent	Status
	71-8-5111	Conduct the Military Decisionmaking Process (Battalion - Corps)	71 - Combined Arms (Collective)	Approved
	71-8-5144	Develop Running Estimates (Battalion - Corps)	71 - Combined Arms (Collective)	Approved

Supporting Collective Task(s):

Step Number	Task Number	Title	Proponent	Status
	71-8-2300	Perform Information Collection for Divisions and Corps	71 - Combined Arms (Collective)	Approved
	71-8-5113	Coordinate Commander's Critical Information Requirements (Battalion - Corps)	71 - Combined Arms (Collective)	Approved

OPFOR Task(s): None

Supporting Individual Task(s):

Step Number	Task Number	Title	Proponent	Status
	150-LDR-5006	Conduct Disciplined Initiative	150 - Combined Arms (Individual)	Approved
	150-MC-2300	Perform Information Collection	150 - Combined Arms (Individual)	Approved
	150-MC-5009	Conduct a Course of Action Decision Brief	150 - Combined Arms (Individual)	Approved
	150-MC-5111	Conduct the Military Decisionmaking Process	150 - Combined Arms (Individual)	Approved
	150-MC-5250	Employ a Mission Command Information System	150 - Combined Arms (Individual)	Approved
	150-MC-5315	Establish the Common Operational Picture	150 - Combined Arms (Individual)	Approved
	150-MC-5320	Employ Information-Related Capabilities (Battalion-Corps)	150 - Combined Arms (Individual)	Approved

Supporting Drill(s): None

Supported AUTL/UJTL Task(s):

Task ID	Title
ART 5.3	Conduct Knowledge Management and Information Management

TADSS

TADSS ID	Title	Product Type	Quantity
71-20	Common Hardware Platform (CHP)	DVC	1
71-30	Joint Land Component Constructive Training Capability (JLCCTC) Objective System	DVC	1

Equipment (LIN)

LIN	Nomenclature	Qty
No equipment specified		

Materiel Items (NSN)

NSN	LIN	Title	Qty
No materiel items specified			

Environment: Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to the current Environmental Considerations manual and the current GTA Environmental-related Risk Assessment card. .

Safety: In a training environment, leaders must perform a risk assessment in accordance with ATP 5-19, Risk Management. Leaders will complete the current Deliberate Risk Assessment Worksheet in accordance with the TRADOC Safety Officer during the planning and completion of each task and sub-task by assessing mission, enemy, terrain and weather, troops and support available-time available and civil considerations, (METT-TC). Note: During MOPP training, leaders must ensure personnel are monitored for potential heat injury. Local policies and procedures must be followed during times of increased heat category in order to avoid heat related injury. Consider the MOPP work/rest cycles and water replacement guidelines IAW FM 3-11.4, Multiservice Tactics, Techniques, and Procedures for Nuclear, Biological, and Chemical (NBC) Protection, FM 3-11.5, Multiservice Tactics, Techniques, and Procedures for Chemical, Biological, Radiological, and Nuclear Decontamination. .