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 Majority Military Freshmen – Juniors	Quantity	Cost
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 majoirs	•	
Freshmen – Juniors		
A+ to A- GPA	21,138	\$ 6,341.60
TOTAL	200,000	\$60,000.00

- 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.

MAJ, EN
Admissions Marketing Officer

DECISION AUTHORITY
Acting Director of Admissions:

Approved
 Disapproved

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

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.	'10-'11 Minority Gen Subj (ア)	72,197				
ĺ	'10-'11 Majority Gen Subj/ 月)	175,240				
		/-7				

TOTAL # OF NAMES

405,16

Cost @ \$.30 per name

\$ 121,528 30 \$47,317.20

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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.

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

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	09-'11 Minority Military(B+)	A+B+		50,222	
	09-'11 Majority Military(A-)	A+A-		68,884	MAY VOLUME
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	For use of this form, see AR 37-1; the proponent agency is OASA(FM)	gency is OASA(FM)		W16DAD			9 October 2007	PAGES	
4. Ţ	TO: Directorate of Contracting, Bldg 681, West Point, NY 10996	Point, NY 10996	5. THR	HRU: Admissions Budget	Admissions Budget Office, West Point, NY 10996	1Y 10996 6. FROM:	D'Admissions, 606 Thayer Road, West Point NY 10996	Road, West Point NY 1099	9
# is re	f is requested that the supplies and services enumerated below or on attached to	merated below or on all	ached list	e d					
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	URCHASED FOR Same as Block #6			8. DELIVE		Same as Block #6		9. NOT LATER THAN (Date) 14 NOV 2007	V 2007
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compo compo	complete riem.)					Major Shelly Jackson		(845) 938-5730	
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4 5		16.	17.	18. ESTIMATED			SSIFICATION AND AMOUNT		
5	DESCRIPTION OF SUPPLY ON SERVICES		5	UNIT PRICE	TOTAL COST				
_	National Research Center for College and University Admissions	200,000	o ea	\$0.30	\$60,000				
						20. TYPED NAME AND TITLE OF CERTIFYING OFFICER	TITLE OF 21. SIGNATURE	52	OATE
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						23. DISCOUNT TERMS	10		
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Z	NI 10990					IF YES, NUMBER OF DAYS REQUIRED	YS REQUIRED		
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OFFI, T	31. TYPED NAME AND GRADE OF SUPPLY OFFICER	32. SIGNATURE			33. DATE	Executive Officer			
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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.

JETA M. JACKSON

Admissions Marketing Officer

DECISION AUTHORITY
Acting Director of Admissions:

Approved
Disapproved