CNICINST 5720.4
N00P
20 May 2013

CNIC INSTRUCTION 5720.4

From: Commander, Navy Installations Command

Subj: NOMINATION AND SELECTION PROCEDURES FOR LEADERS TO SEA
       EMBARK PROGRAM

Ref: (a) OPNAVINST 5726.8A
       (b) OPNAVINST 5720.2M
       (c) COMNAVAIRFORINST 5720.18

1. Purpose. To publish guidance and coordination procedures
for the Commander, Navy Installations Command (CNIC) enterprise
"Leaders to Sea" embark program in accordance with references (a)
and (b).

2. Background

    a. References (a) through (c) detail guidelines and
administrative procedures for embarking civilian guests in Naval
ships with the intent of furthering their general knowledge and
understanding of Navy operations and personnel. This
instruction discusses the roles and responsibilities regarding
the CNIC enterprise "Leaders to Sea" embark program.

    b. In accordance with reference (a), CNIC is allotted five
percent of the annual embark opportunities and will nominate and
invite qualified civilian guests to participate in the "Leaders
to Sea" embarks that are coordinated by Commander, Naval Air
Forces (COMNAVAIRFOR), Commander, Naval Surface Force
(COMNAVSURFOR) and Commander, Naval Submarine Forces
(COMNAVSUBFOR) in accordance with references (a) and (b).

3. Policy

    a. CONUS regions will submit inputs for guest nominations to
CNRMA and CNRSW, who will in turn seek concurrence from CNIC.

    b. CNRMA and CNRSW will provide guidance to other regions on
how to submit nominations. Commander, Navy Region Northwest

(CNRNW) and Commander, Navy Region Midwest (CNRMW) will submit nominations through CNRSW; Commander, Navy Region Southeast (CNRSE) and Commander, Navy Region Naval District Washington (CNRNDW) will submit nominations through CNRMA. All regions shall maintain their own lists of potential guests and submit to respective coordinators on a monthly basis. Respective region coordinators shall submit names to CNIC HQ "Leaders to Sea" embark coordinator on a monthly basis.

c. Civilian guests will be nominated per guidance set forth in reference (b) and will be assigned to categories based on individuals background and demographic, which will be reported to CNIC in a protocol matrix using the following levels:

(1) Level 1: Governor, Chief Executive Officer (CEO) or Chief Financial Officer (CFO) of a major fortune 500-type company, President of a University.

(2) Level 2: Mayor, Vice Presidents of major fortune 500-type companies, CEO/CFO of mid to up-and-coming companies, educators, professors, directors of non-profit organizations.

(3) Level 3: Other qualified Distinguished Visitors (DVs) per reference (b).

4. <u>Responsibilities</u>. CNIC Public Affairs Officer (PAO) is responsible for the management of the CNIC "Leaders to Sea" embark program. Responsibility for the coordination and execution of the CNIC embark program has been delegated to Commander, Navy Region Mid-Atlantic (CNRMA) PAO and Commander, Navy Region Southwest (CNRSW) PAO. This includes coordinating invitations, logistics, and support of the Type Commands (TYCOMS), as required. CNRMA and CNRSW PAOs are authorized direct liaison authority to coordinate with the respective TYCOMs responsible for management of "Leaders to Sea" embark opportunities and to disseminate upcoming embark opportunities to CNIC and continental U. S. (CONUS) regions.

5. <u>Actions</u>

a. CNIC PAO shall:

(1) Maintain a single database of CNIC "Leaders to Sea" nominees based on inputs from the CNIC Commander, N-codes/Special Assistants, CNRMA and CNRSW. The database will be

maintained using standard list maintenance conventions and will contain the name of nominee, contact information, title/position, and to which category of DV the nominee belongs based on section 3(c) above.

(2) Update CHINFO master database on monthly basis.

(3) Screen nominated guests to ensure they meet the qualification criteria set forth in reference (b).

(4) Ensure CNIC fulfills its five percent allotment of annual "Leaders to Sea" embarks.

(5) Follow-up with TYCOMs and Navy Office of Community Outreach (NAVCO) quarterly on embarkation execution based on feedback from CNRMA and CNRSW.

c. CNRMA PAO shall:

(1) Maintain a consolidated list of "Leaders to Sea" nominations from CNRMA, CNRNDW and CNRSE and provide an updated list to CNIC Outreach Coordinator monthly.

(2) Coordinate with East Coast TYCOMs on "Leaders to Sea" embark opportunities and notify CNIC PAO when an opportunity is identified.

(3) Coordinate with nominating Region Commander(s) (REGCOMs) or Installation Commanding Officer(s) (CO) to invite nominated guest to specific embarks.

(4) Support TYCOM throughout entire embark process for each DV.

d. CNRSW PAO shall:

(1) Maintain a consolidated list of "Leaders to Sea" nominations from CNRSW, CNRMW and CNRNW and provide an updated list to CNIC Embark Coordinator monthly.

(2) Coordinate with West Coast TYCOMs on "Leaders to Sea" embark opportunities and notify CNIC PAO when an opportunity is identified.

(3) Coordinate with nominating REGCOM(s) or Installation CO(s) to invite nominated guest to specific embarks.

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CO(s) to invite nominated DV to specific embarks.

        (4) Support TYCOM throughout entire embark process for
each DV.

    e. CNRSE and CNRNDW shall nominate "Leaders to Sea" embarks
and submit to CNRMA.

    f. CNRNW and CNRMW shall nominate "Leaders to Sea" embarks
and submit to CNRSW.

6. Records Management. Records created as a result of this
instruction, regardless of media and format, shall be managed in
accordance with SECNAV M-5210.1 of January 2012.

                                    W. D. FRENCH
                                    Vice Admiral, U.S. Navy

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