

FY15-17 CORE SKILL REQUIREMENTS
Public Affairs
4400
920

Billet subspecialty coding is to be based on the minimum education/training/experience level required for optimum performance. Public Affairs/4400 subspecialty coding is justified when, in addition to the general criteria stated in NAVPERS 15839 series (Manual of Navy Officer Manpower and Personnel Classification) Part B, the following specific criteria are satisfied:

1. Subspecialty Coding Restrictions:

- a. Billets assigned to: Public Affairs Community

2. Applicable Officer Designator(s):

- a. 165X
b. 647X

3. Applicable Billet Designator:

- a. 1650

4. Significant Experience Criteria:

a. Public Affairs/4400S-coded Billets are *authorized/justified* when the following conditions are met:

1) The billet requires the incumbent to have a combination of professional experience and knowledge of public affairs:

a) Planning (partial): Must be able to develop, integrate and execute communication / public affairs plans at the operational level within the domestic, joint and international arenas.

b) Roles

c) Ethics

b. Public Affairs/4400S-coded Officers are *authorized/justified* when all of the following apply:

1) The officer has served at least 24 consecutive months in a 1650-designated billet and has no 4400 subspecialty code.

2) FITREP which justifies s/he has accomplished the task(s) indicated above for at least 24 months.

c. Public Affairs/4400R-coded Billets are *authorized/justified* when:

1) The billet requires the incumbent to have a combination of professional experience and knowledge of public affairs:

a) Applications (partial): Must be able to provide communication expertise to organizational decision-making and serve as trusted counsel to commanders and senior staff.

b) Planning

c) Roles

d) Process (partial): Must understand and be able to use communication processes.

e) Ethics

d. Public Affairs/4400R-coded Officers are *authorized/justified* when:

1) The officer has filled any combination of two R and S billets for at least 24 consecutive months each and has no 4400 subspecialty code.

2) FITREP which justifies s/he has accomplished the task(s) indicated above for at least 24 months in each assignment.

5. Baccalaureate Criteria:

a. Not applicable.

6. Elective Level Criteria:

a. Not applicable.

7. Functional Education Criteria:

a. Not applicable.

8. Masters Criteria for:

a. Public Affairs/4400P-coded Billets are *authorized/justified* when:

1) The billet requires the incumbent have a combination of professional experience and master's degree level knowledge of public affairs per the Public Affairs/920 Curriculum Educational Skill Requirements:

a) Foundations

- b) Applications
- c) Planning
- d) Roles
- e) Process
- f) Ethics

b. Public Affairs/4400P-coded Officers are *authorized/justified* when one of the following requirements is met:

1) The officer completes the Public Affairs/920 Curriculum Educational Skill Requirements.

2) The officer completes another accredited master's degree program meeting the Public Affairs/920 Curriculum Educational Skill Requirements in one of the following areas of study:

- a) Mass Communication
- b) Public Relations
- c) Corporate Communication
- d) Communication
- e) Journalism

c. Public Affairs/4400Q-coded Billets are *authorized/justified* when the billet requires both of the following:

1) The billet requires the incumbent to have a combination of professional experience and master's degree level knowledge of public affairs:

- a) Foundations
- b) Applications
- c) Planning
- d) Roles
- e) Process
- f) Ethics

2) A public affairs officer with the subspecialty code 4400P who served in a 4400P billet for at least 24 months.

d. Public Affairs/4400Q-coded Officers are authorized/justified when the first or second requirement is met and the third requirement is met:

1) The officer completes the Public Affairs/920 Curriculum Educational Skill Requirements.

2) The officer completes another accredited master's degree program meeting the Public Affairs/920 Curriculum Educational Skill Requirements in one of the following areas of study:

- a) Mass Communication
- b) Public Relations
- c) Corporate Communication
- d) Communication
- e) Journalism

3) The officer completes at least 24 months in a 4400P-coded billet.

9. Post-Masters:

a. Not applicable.

10. Doctorate Criteria:

a. Not applicable

11. Community Managers and the Budget Submitting Office has agreed to allow billets to be coded for Public Affairs/920 and officers to be educated for this Curriculum.

Designator	Officer Community Manager Name	Approval Date
165X	CDR Kimberly Marks	13 November 2014

APPROVED:	 _____ Chief of Information	<u>5/21/15</u> _____ DATE
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APPROVED:	_____ Director, OPNAV N12	_____ DATE
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