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OFFICE OF THE SECRETARY
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ASN (RD&A) DACM
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SECNAV INSTRUCTION 5305.5

From: Secretary of the Navy

Subj: DEPARTMENT OF THE NAVY ACQUISITION EXCELLENCE AWARDS PROGRAM

Ref: (a) 41 U.S.C. §1705
(b) 10 U.S.C. §1124
(c) DoD Instruction 1400.25, Subchapter 451.8.4.1, of December 1996

Encl: (1) DON Acquisition Excellence Award Descriptions and Evaluation Criteria

1. Purpose. To establish procedures for the annual Department of the Navy (DON) Acquisition Excellence Awards Program which recognizes individuals and teams who have made outstanding contributions in promoting competition and innovation in the Navy and Marines Corps acquisition process during the prior fiscal year.

2. Applicability. Competition, affordability, innovative techniques and professional acumen are keys to excellence for the DON acquisition activities. To acknowledge the importance of these characteristics, the Secretary of the Navy (SECNAV) annually recognizes those military and Government civilian individuals and teams who have made the most outstanding contributions in enhancing competition and innovation throughout the acquisition lifecycle and in support of Navy and Marine Corps acquisition programs. The Acquisition Excellence Awards Program is established to further the objectives of reference (a).

3. Award Summary. Below are the categories for the DON Acquisition Excellence Awards. Enclosure (1) provides award details and evaluation criteria.

a. Non-Monetary Awards. All individual award recipients will receive a plaque. Winning activities will receive a plaque and/or other suitable award for appropriate display at the respective command. The non-monetary award categories are:

- (1) Acquisition Professional of the Year
- (2) Expeditionary Contracting Award
- (3) Major Acquisition Activity Award
- (4) Field Acquisition Activity Award
- (5) Technology Transition Award
- (6) Rear Admiral (RADM) Wayne E. Meyer Memorial Award
- (7) DON Office of Small Business Programs (OSBP) Awards
 - (a) Small Business Advocate Award
 - (b) OSBP Director's Award
 - (c) Secretary's Cup Award

b. Monetary Awards. Each team will receive \$5,000 that will be equitably divided amongst the winning team members. Pursuant to references (b) and (c), military personnel are not eligible to receive the monetary element of these awards. Additionally, winning teams will receive a group plaque and an individual certificate for each team member. The monetary award categories are:

- (1) Competition Excellence Acquisition Team of the Year
- (2) Innovation Excellence Acquisition Team of the Year
- (3) Small Business Team Award

4. Timeline. The call for nominations for the prior fiscal year will be announced annually in December with nomination packages due in February. Specific dates will be included as part of the call for nominations.

5. Nomination Policy. All personnel or teams that made significant contributions to the Navy and Marine Corps acquisition process can be nominated for the DON Acquisition Excellence Awards Program.

a. Eligibility. Individuals and teams nominated for the DON Acquisition Excellence Awards Program should have made significantly greater contributions than normally would be expected in their particular assignments, and resulted in identifiable improvements over normal outcomes. Acquisition related functions include the following areas: program management, contracting, cost estimating, business or financial management, test and evaluation, life cycle logistics, engineering, science and technology, facilities engineering, production quality management, and information technology.

(1) DON military and civilian personnel of all ranks, rates and grades are eligible for these awards, except where noted.

(2) Individuals working together as a team may also be nominated. However, a team nomination is for Government personnel only and shall not comprise an entire office or contracting activity (except for the Major Acquisition Activity Award and the Secretary's Cup Award) and shall be limited to no more than 10 people unless specifically justified in the head of contracting activity (HCA) endorsement.

b. Submission Guidance. Activities shall submit individual nomination packages for each award category to be considered through their respective chain of command.

(1) Each nomination must be in a separate package. For example, one nomination package cannot be considered for both the competition and innovation categories.

(2) Nomination packages shall be submitted electronically in Adobe Acrobat portable document format to the appropriate Deputy Assistant Secretary of the Navy (DASN) Research, Development and Acquisition (RD&A) Office as listed in paragraph 7b via the appropriate HCA.

(3) A program executive office (PEO) shall submit only one nomination for each award category unless prior approval from Assistant Secretary of the Navy (Research, Development and Acquisition (ASN (RD&A))) is received before the submission due date.

(4) Non-DON activities, such as the Defense Logistics Agency, Defense Contract Management Agency, etc., may consider nominating Navy and Marine Corps acquisitions associated with joint efforts or programs under their cognizance.

(5) Nominations must specifically address the criteria in enclosure (1), accurately reflecting the accomplishments of the nominee(s). For example, accomplishments can include: improving commercial off-the-shelf reliability, increased use of open architecture, process improvements, inventive approaches to managing trade-offs between contract type versus risk and stability, as well as increased utilization of businesses that are identified as a small business.

(6) Quantifiable information, such as dollars saved, costs avoided, or increased competition rates should be included whenever possible.

c. Nomination Packages. Each package will consist of the following:

(1) HCA Endorsement. The HCA (generally the systems command (SYSCOM) commander) endorsement shall contain justification for any team size greater than 10 people (except for the Major Acquisition Activity Award and the Secretary's Cup Award). Furthermore, the endorsement shall include a statement that the nominated individuals (including members of a team) are not subject to an open investigation or have a pending action against them for violations of Government ethics standards.

(2) SECNAV 5305/2 Secretary of the Navy Acquisition Excellence Awards Program Nomination. Each SECNAV 5305/2 should include a clear, complete, and concise description of the nominee's (individual, team or activity) accomplishments.

(a) The SECNAV 5305/2 shall not exceed a total of four pages, including the first and last pages.

(b) The associated discussion of accomplishments should set out, either quantitatively or qualitatively, the rationale and justification for the award nomination. The nominations shall be structured with each respective evaluation criteria being clearly indicated and subsequently supported. Bulletized summaries for each criteria category are acceptable,

provided the summaries fully and accurately capture the accomplishment being described. The evaluation criteria for each award are set out in enclosure (1).

(c) Each nomination shall also include a concise award abstract not to exceed 500 words. This synopsis will capture highlights of achievements and will be used in the ceremony script and for the production of display posters, should that particular nomination package be selected.

6. Selection and Recognition. Final review and selection (including OBSP awards) will be completed by a selection panel chaired by the Principal Civilian Deputy (PCD) to ASN (RD&A).

7. Responsibilities

a. Awards Panel. Chaired by the PCD for ASN (RD&A), this panel will convene to make final selection recommendations to ASN (RD&A). The panel will consist of one representative from each of the DASN offices, OSBP and the Director, Acquisition Career Management (DACM) Office. The panel membership will consist of at least five flag/general/Senior Executive Service (SES) level members.

b. DASN and DON OSBP. Award nominations will be submitted to the chief of staff for each designated DASN office or OSBP based on their functional alignment to the submitting command. The DASN or OSBP office will consolidate inputs, provide a subject matter expert (SME) review and rank order the nominations for the awards panel. DASN and OSBP offices will also ensure that at least two competitive award packages per category are received from their respective functional areas to include PEOs and SYSCOMs. Representatives from the DASN or OSBP office will brief the nomination packages they received for each award at the panel for further discussion and final selection. The assigned SME DASN and OSBP offices are:

(1) DASN (Ships). Naval Sea Systems Command, PEO (Ships), PEO (Subs), PEO (Integrated Warfare Systems), PEO (Littoral Combat Ships), PEO (Carriers), Strategic Systems Program, Military Sealift Command, Naval Surface Warfare Center, Naval Undersea Warfare Center

(2) DASN (Air). Naval Air Systems Command, PEO (Tactical Air Programs), PEO (Air Anti-Submarine Warfare, Assault and Special Mission Programs), PEO (Unmanned Aviation and Strike Weapons), PEO (Joint Strike Fighter), Naval Air Warfare Centers

(3) DASN (Command, Control, Communications, Computers and Intelligence (C4I) and Space). Space and Naval Warfare Systems Command, PEO (Enterprise Information Systems), PEO (C4I), PEO (Space), Joint Program Executive Office for the Joint Tactical Radio System

(4) DASN (Acquisition and Procurement (AP)). Naval Supply Systems Command, Weapons System Support, Naval Facilities Engineering Command

(5) DASN (Expeditionary Programs and Logistics Management). Marine Corps Systems Command, Marine Corps Installation and Logistics, PEO (Land Systems)

(6) DASN (Research, Development, Test and Evaluation). Office of Naval Research

(7) OSBP. All small business packages

(8) DACM, other DASNs as Required. Enterprise efforts that cross SYSCOMs or that involve Navy and Marine Corps acquisition activities in a joint environment to include non-DON activities, such as the Defense Logistics Agency, Defense Contract Management Agency, etc.

c. HCAs

(1) Endorse nomination packages and forward to ASN (RD&A) via the respective DASN.

(2) Ensure that only one nomination from each PEO for each award category is submitted (or has received prior ASN (RD&A) approval for additional nominations), and that each team award is comprised of no more than 10 people (except the Major Acquisition Activity Award and the Secretary's Cup Award), unless specific justification is provided. HCAs are not limited to number of submitted nominations (other than the PEO

limitation) and individuals and teams without a PEO should submit nominations via their chain of command to the HCA for consideration.

(3) Ensure that associated nominees are not a subject of an open investigation or have a pending action against them for reasons such as noncompliance with Equal Employment provisions, merit principles or Government ethics standards and include a statement to this effect within the endorsement.

d. PEOs. PEOs will select the best nominations from those submitted for endorsement and forward to the HCA. Each PEO may only submit one nomination for each award category unless prior approval from ASN (RD&A) is received before the submission due date.

e. ASN (RD&A) Acquisition Award Coordinator (AAC). The DACM Office will be the AAC.

(1) Request Acquisition Excellence Award nominations to the entire DON acquisition workforce via the formal Office of the Chief of Naval Operations (OPNAV) TV5 Tasker System. This announcement will include the purpose, submission timeline, evaluation factors, review panel dates and other award guidance.

(2) Coordinate with the DASNs for timely nomination submission.

(3) Organize and provide administrative support to the award panel.

(4) Submit selected nominations for ASN (RD&A) approval.

(5) Upon authorization by the PCD to ASN (RD&A), provide electronic copies of the awardees' nomination packages to DASN (AP).

f. Awards Ceremony Coordinator. DASN (AP) will be the award ceremony coordinator.

(1) Coordinate with SECNAV and ASN (RD&A) to schedule award ceremony.

(2) Manage all facets of the awards ceremony and coordinate with the OSBP to incorporate the small business awards into the event.

(3) Coordinate with DASN (Management and Budget (M&B)) for payment of monetary awards.

g. Nominating Sponsor. In response to the call for nominations, the nominating sponsor, usually a supervisor or representative from within an acquisition activity, will complete SECNAV 5305/2 and submit through their respective chain of command for endorsement and submission to ASN (RD&A).

h. Comptrollers for Monetary Award Winners. Contact the ASN (RD&A) comptroller in DASN (M&B) within 30 days of award notification for the preparation of funding documents.

8. Records Management. Records created as a result of this instruction, regardless of media and format, shall be managed per SECNAV Manual 5210.1 of November 2007.

9. Forms and Reports Control

a. SECNAV 5305/2 Secretary of the Navy Acquisition Excellence Awards Program Nomination Form can be downloaded from Naval Forms Online at <http://navalforms.daps.dla.mil/web/public/home>.

b. Reports contained within this instruction are exempt from reports control per SECNAV Manual 5214.1 of December 2005.



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Distribution:

Electronic only, via Department of the Navy Issuances Web site
<http://doni.daps.dla.mil>

DON Acquisition Excellence Award Descriptions
and Evaluation Criteria

1. General. Specific evaluation criteria for each award is provided below. Nominations should specifically address the criteria and provide quantifiable information whenever possible.

2. Non-Monetary Awards

a. Acquisition Professional of the Year. This award recognizes a civilian or military individual, below the SES or flag or general officer rank, whose outstanding leadership and achievement in acquisition best demonstrates the highest levels of professionalism in the acquisition field and provides improved effectiveness to the DON. The primary evaluation factors for selecting award recipients are:

(1) Demonstrates exceptional leadership in DON acquisition;

(2) Applies innovative acquisition techniques and resourcefulness that enhances the command's effectiveness, supports the customer's mission, and/or results in better buying power for the Government;

(3) Demonstrates superior acquisition skills that bring lasting benefits to the command supported; and

(4) Epitomizes the DON core values of honor, courage and commitment.

b. Expeditionary Contracting Award. This award recognizes DON active or reserve military individual or civilian warranted contracting officers and acquisition support personnel deployed in direct support of naval or joint contingency or expeditionary operations. The primary evaluation factors for selecting award recipients are:

(1) Provides tangible contracting support to naval or joint forces engaged in an expeditionary environment;

(2) Applies innovative and resourcefulness to enhance the military mission effectiveness;

(3) Demonstrates superior acquisition skills in delivering services to the war fighter; and

(4) Epitomizes the DON core values of honor, courage and commitment while serving in an expeditionary environment.

c. Major Acquisition Activity Award. This award recognizes a program office for outstanding acquisition achievement in the accomplishment of its mission. All program offices (any acquisition category level) and program management teams are eligible. Specific command examples in support of acquisition, superior accomplishments and command acquisition trends will be used to select the award recipient. The primary evaluation factors for selecting award recipients are:

(1) Creative and/or effective acquisition management practices resulting in lowered costs (not limited to a specific phase of design, procurement, or operations and support), reduced schedule within projected budget, or improved technical performance within projected cost or schedule;

(2) Outstanding resource management and enhanced competition resulting in better buying power for the Government;

(3) Personnel development and retention;

(4) Demonstrated excellence in bringing quality supplies and services to the customer at the right price and time; and

(5) Where applicable, improved sustainability and readiness for operational forces.

d. Field Acquisition Activity Award. This award recognizes a field level command for outstanding acquisition achievements that bring supplies and services to the customer. All DON echelon 3 and below activities are eligible. Specific activity examples in support of acquisition, superior accomplishments, and activity acquisition trends will be used to select the award recipient. The primary evaluation factors for selecting award recipients are:

(1) Outstanding resource management, enhanced competition or other improvements that result in better buying power of the activity;

(2) Personnel development and retention;

(3) Demonstrated excellence in bringing supplies and services to the customer at the right price and time; and

(4) Where applicable, improved sustainability and readiness for operational forces.

e. Technology Transition Award. This award recognizes the individual or team for outstanding achievement as a result of successfully transitioning a technology into a program of record or into operational use. The team can include Government members from the program office and/or research and development facility. The primary evaluation factors for selecting award recipients are:

(1) Development, improvement or maturation of a new technology to address an emergent requirement or operational need;

(2) Demonstrated cost savings, cost avoidance or improved buying power resulting from acquisition and development of the technology especially through the utilization of Government laboratories, warfare centers, Federally funded research and development centers or other Government research and development facilities; and

(3) Positive mission impact while in operations to include demonstrated cost effective and sustainable operations and maintenance.

f. RADM Wayne E. Meyer Memorial Award. This award recognizes a DON military or civilian individual who exemplifies the highest examples of acquisition excellence and whose achievement brings significant credit to the DON acquisition community. This award is only given when merited by ASN (RD&A) and nominations are not required. The primary considerations for selecting award recipients are:

(1) Significant achievement and performance that raises the level and prestige of the DON acquisition community; and

(2) Substantial impact on the acquisition mission that brings significant efficiency to the organization and supports DON or joint forces.

g. DON OSBP Awards. The goal of the OSBP awards is to recognize and award DON activities and acquisition personnel for their outstanding contributions to the Small Business Program through acquisition excellence, which build performance partnerships that acknowledge the critical role small businesses play in supporting our Sailors, Marines and the industrial base. Through these partnerships, the DON enhanced, promoted or initiated acquisition opportunities for small businesses. The DON OSBP manages the Small Business Awards Program and presents these awards at the Acquisition Excellence Awards Ceremony. For further information, the OSBP can be contacted at telephone (202) 685-6485. The non-monetary award categories include:

(1) Small Business Advocate Award. This award is presented to a non-small business professional within the DON that demonstrated direct strong support for the DON Small Business Program, and through their documented actions contributed significantly to improving the opportunity for small business success. The primary evaluation factors for selecting award recipients are:

(a) Demonstrated superior support of the DON Small Business programs; or

(b) Applies resourcefulness that enhances the command's support of DON Small Business programs to create small business opportunities.

(2) OSBP Director's Award. Similar to the Secretary's Cup, this award recognizes outstanding performance by a field activity in creating an organizational climate resulting in the advancement of small business opportunity through exceptionally managed small business programs and challenging initiatives, as well as made significant contributions to the command and the DON Small Business Program. The primary evaluation factors for selecting award recipients are:

(a) Small business performance, including command's 5-year trend and continued improvement in the small business concern areas (Small Business (SB), Historically Underutilized

Business Zone (HUBZone), Woman Owned Small Business (WOSB), Small Disadvantaged Business (SDB) and Service-Disabled Veteran-Owned Small Business (SDVOSB)), and if targets were met;

(b) Program performance, describe how the training improved command small business obtainment by the small business office and number of outreach events held by command;

(c) Command's small business initiatives (maximum of three) and awards; and

(d) Special initiatives and assignment that have had a significant impact on small business programs beyond the DON.

(3) Secretary's Cup Award. This award is presented to an HCA command whose performance, innovation, initiative and significant achievements in creating an organizational climate resulted in the advancement of small business opportunity and/or attainment of small business targets. The primary evaluation factors for selecting award recipients are:

(a) Small business performance including command's 5-year trend and continued improvement in the small business concern areas (SB, HUBZone, WOSB, SDB and SDVOSB), and if targets were met;

(b) Program performance, describe how the training improved command small business obtainment by the small business office and number of outreach events held by command;

(c) Command's small business initiatives (maximum of three) and awards; and

(d) Special initiatives and assignment that have had a significant impact on small business programs beyond the DON.

3. Monetary Awards

a. Competition Excellence Acquisition Team of the Year. This award recognizes the Government employed members of an acquisition team whose outstanding achievement, through enhanced competition among large or small businesses, resulted in better product or service being delivered, supported, and employed to and by the customer. Nomination packages that highlight cost

savings, cost avoidance or better buying power should quantify, in dollar terms, the value that competition achieved. The primary evaluation factors for selecting award recipients are:

(1) Increased competition in contracting which achieves cost savings, cost avoidance or improves buying power of the Government;

(2) Enhanced competition which, in turn, provides a better product or service to the customer; and

(3) Competition that has a lasting positive impact on the organization and the DON mission. Additionally, identification of obstacles overcome and other unique procurement aspects that fostered a more robust, competitive environment are encouraged as breakout criteria.

b. Innovation Excellence Acquisition Team of the Year. This award recognizes an acquisition team whose outstanding achievement brings added efficiency to the organization and increased effectiveness to the customer, or those activities or commands that have strengthened the capabilities of the naval industrial base and employ strategies that promote domestic availability of components critical to the DON and the customer. The primary evaluation factors for selecting award recipients are:

(1) The high degree of innovation and resourcefulness that results in cost savings or demonstrates effective management of critical path elements to ensure there are U.S. suppliers for critical items;

(2) Adaptability of innovative techniques by other commands or cultivating domestic sources of supply for procurements and cooperative initiatives that promote the competitive environment vital to the business sector and the DON mission; and

(3) Innovation that results in tangible achievements that have a lasting impact on the organization and support DON maritime strategy.

c. Small Business Team Award. Managed by the OSBP, this award is presented to a DON activity small business professional and their acquisition team for documented outstanding contributions to their command and the DON Small Business programs. The primary evaluation factors for selecting award recipients are:

(1) Team accomplishments and how they contributed to the DON Small Business Program;

(2) Resourcefulness of the team in resolving challenges and issues encountered, and savings obtained or projected;

(3) Actions taken to create a greater opportunity for a small business (by contract). If a new or follow-on contract, how did this team affect traditional strategies which enabled the new contract to be within reach of small business;

(4) Changes implemented to improve the command climate in creating greater awareness or engagement of small business; and

(5) Originality that results in tangible achievements that have a lasting impact on the DON Small Business Program.