

TECHNICAL INFORMATION

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1. CUSTOMER LIST IS AS FOLLOWS:

Customer List	
Supported Activity	Components
Keesler Club	Officers' Lounge
	Barber shop
Keesler Community Center	The Enlisted Lounge, Barber shop, coffee shop, and cyber café.
Vandenberg Student Center	Halftime Café and cybernet facility
Information Tickets and Travel (Leisure travel)	
Lodging Services	
Library	
Fitness Centers	Dragon Fitness Center
	Triangle Fitness Center
	Blake Fitness Center
Youth/Teen Programs	
Family Child Care	
Non-Appropriated Funds Customer	
Non-Appropriated Fund (NAF) Human Resources	
Gaude Bowling Center (NAF)	Pro Shop
	Snack Bar
Veterinary Services (NAF)	
Bay Breeze Golf Course (NAF)	Snack bar
	Club repair
	Pro shop
Honor Guard	
Skills Development Center (NAF)	Wood Shop
	Auto Skills Center
	Engraving Shop
	Multi-crafts Shop
	Frame Shop
	Auto Resale Lot
Outdoor Recreation (NAF)	Bay Breeze Pool
	Main Base Pool
	Triangle Pool
	Youth Pool
	RV Storage
	Fam Camp
	Marina Park and Pavilions
Commercial Sponsorship (NAF)	

2. Marketing and Publicity actively engages during contingencies that affect its customers. There may be surge requirements that require immediate media dissemination

(e.g., as quick turn around time of graphics and illustrations to inform patrons of Services activities closures or special events).

3. Phone lines. Marketing and Publicity has 3 NCOS 30 (capable communication on-base, off-base, and distance) and two network lines.

4. Hours of operation: The marketing office is open for customer service and business from 0700 to 1700 Monday through Friday and 0700-1600 every other Friday. The office is closed for all government holidays; however, historically, Marketing and Publicity has been required to support special events occurring on weekends and holidays.

a. Keesler Marketing and Publicity supported nine special events in 2000 and eight in 2001 because the Open House was canceled. The Base Open house, Child Pride Day, Club membership Drives (Football frenzy & quest, member rewards, ultimate membership) Tops in Blue, Wing Picnic, and Retiree Day. All events, except the Wing Picnic and Retiree Day, required the use of overtime and nontraditional hours. In addition, overtime was required to support three student spouses briefings.

5. Current Priority Service Levels: Marketing and Publicity supports Categories A, B, and C activities. Category C activities receive priority processing followed by Category B then Category A activities. Category A activities are non-revenue generating (Library, Fitness, Community Centers, Marina Park), Category B activities are revenue and non-revenue generating (Skill Development, Youth, Pools, Information tickets and Travel), and Category activities C are revenue generating (Clubs, Golf Course, Bowling Center, Outdoor Recreation).