DRAF
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Presentation to Rand Corporation for Submission

of Contract Proposal on Review and Evaluation of

TOD Concepts, Methodology, Structure and ADP

Application

I. Target Oriented Display (TOD)

TOD, in concept, is an output or objective oriented program

structure of all major programs in the US Intelligence effort. It seeks to

take the activity or input oriented elements of existing programs and

relate their resources in a common language of functions and objectives.

TOD has two primary purposes. First is to provide intelligence

decision makers at the highest level an explicit view of the distribution of

intelligence resources according to the objectives involved. Second is

to provide the analysis function in intelligence planning, programming,

and budgeting with a frame of reference and basic input for the analysis of

program issues.

TOD, in itself, is not an evaluation of intelligence requirements

or objectives, nor of the appropriateness of the distribution of resources

related to the objective. The current TOD effort is producing a basic

display and language. [However, it is felt this experimental effort should

be evaluated in a manner which will assure an independent, detached and

objective view by a capable and reputable organization. In this context,

the Rand Corporation is being asked to submit a proposal for such an

evaluation.]

II. General Subject Area

It is suggested that the basic and continuing evaluation by the proposed Rand contract be focused upon the design of the various collations. The evaluation emphasis should be upon methodological, structural and epistemological considerations as opposed to the substance and accuracy of resource inputs. In the same context it is felt that Rand should also examine ways and means for improving upon the machine program being developed for TOD.

TOD is a development program. It is envisioned that a successful display of the total five-year program coincide with the planning, programming and budgeting cycle, with production on an annual or semi-annual basis. TOD development will take several years to complete. Assuming this to be the likely case, the Rand evaluation project should be planned to extend through successful completion of the development program and possibly through the first cycle of a complete five-year program structure. Naturally, the Rand effort will be evaluated periodically based upon project programs reporting, project planning and project needs.

Attached to this presentation are the initial data request sheets and definitions issued by the TOD Committee to participating agencies of the community. The following outline of specific tasks and problems are suggested to assist Rand in making its proposal.

III. Specific Tasks and Problem Areas

    A. Current Run Evaluation (Mid-1968 Estimated Completion Date)

        1. Methodology - Evaluate TOD Language and Definitions

        2. Data Acquisition - Evaluate Request Forms and Structure

        3. Data Collations and ADP Programs - Evaluate Collations and Alternatives; Evaluate ADP Programming.

        4. Preliminary TOD Report - Evaluate Method, Structure and Recommendations

    B. Second Phase TOD Effort (FY 1969)

        1. Evaluate ADP Application

        2. Improve Collation and Matrices

        3. Review Reporting Entities and Structure; Develop Alternatives

        4. Review Alternatives for Increased Target Orientation

        5. Evaluate Alternatives for FY Coverage, Five-year Program Coverage and the TOD Cycles

        6. Evaluate Resource Categories and Alternatives. Review Cost Categories and Cost Analysis Problems

        7. Evaluate TOD Relation to Primary Community Intelligence Program Analytical and Evaluations Efforts

IV. Administrative Considerations

    A. Security - It is emphasized that the security conditions associated with this project will be of a most sensitive nature and will require special handling procedures and special clearances for all personnel involved.

    B. Personnel Requirements - In view of preliminary discussions of this project and prior association it is suggested that Mr. A. W. Marshall would be the desirable project leader for such a proposal.

In terms of the general problems and specific tasks outlined above, it would appear that three general skills or disciplines are required for work on the project:

1. Resource and Cost Analysis

2. ADP Program Analysis

3. Economic Analysis and/or Systems Analysis