



1720
21 Mar 16

MEMORANDUM

From: *W.D.C.*
W. D. Colomb, 3/c Cadet

To: M. L. Rivera, CAPT *MLR Rivera CAPT 8/17/16*
CG ACADEMY (c)

Thru: (1) D. M. Beacon, 1/c, Regimental Information Systems Officer *D. Beacon 21 MAR 16 group...*

(2) CG ACADEMY (cr) *21 MAR 16 Great initiative!*

(3) CG ACADEMY (cs) *3/22/16*

(4) CG ACADEMY (sja)

(5) CG ACADEMY (mi) *Jan 4/5/2016*

(6) CG ACADEMY (cc) *3/16/16 -> RECOMMEND DEVELOPING INTERNAL SITE.*

*Great idea for ability to buy/sell.
What are the possibilities of an
internal bulletin board on .edu?
Ready to meet/discuss w/ non...*

Subj: IMPLEMENTING ONLINE EXCHANGE PORTAL – MIDTRADE

Ref: (a) Regulations for the Corps of Cadets, SUPTINST M5215.5k

1. I am requesting the proper authority to use a uscga.edu address on a public website, www.midtrade.net, and make it open to the Corps of Cadets.
2. MidTrade is a resource allowing Cadets to upload listings for personal items they no longer need such as computer monitors, chairs, textbooks and other items within the limits of the websites Terms and Conditions. Other Cadets can then contact them with interest in that item. Encl(1)
3. MidTrade was developed and implemented at the United States Naval Academy early last year and has since been adopted by the United States Military Academy, the United States Air Force Academy, and other non-military collegiate institutions.
4. The creators of MidTrade will in no way receive any financial benefits from creating and/or running the site, and regularly monitor the site to ensure the appropriateness of posted content. Encl(1)
5. Please note in the MidTrade terms and conditions, MidTrade is not to be used a resource for the resale of any goods for profit. This is in accordance with the Cadet Regulations stating that Cadets may not sell goods or services to another cadet for a profit. Encl(1)
6. All users will be required to agree to the MidTrade Terms and Conditions. A first violation of will result in a Class III 3207 Conduct: unmilitary or unseamanlike reference (a). A second violation will result in termination of account and a Class II 2205 Conduct: unbecoming a cadet

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~~8 Feb 16~~

reference (a). Administrative action will be taken by the site liaison, W. D. Colomb 3/c Cadet.
Encl(1)

* Rec. Appropriate DIV-0 in BRADY COMPAN
AM

a. Upon separation from the Academy, user's accounts will be deactivated by the site liaison via site administrators at the United States Naval Academy.

7. Thank you for your consideration of this worthwhile initiative.

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Enclosures: (1) MidTrade Terms and Conditions

MIDTRADE TERMS AND CONDITIONS

Cadets must agree to these terms and conditions in order to register with MidTrade.

Purpose:

1. MidTrade exists to boost morale and provide a regulated environment to increase the efficiency of the trade of belongings and rides between Cadets.
2. MidTrade is to be used only by active Cadets with a valid Cadet email address (mXXXXXX@uscga.edu). The accounts of separated and graduated Cadet will be promptly voided by the site liaison via the site administrators at USNA.

Posts:

1. The content and intention of posts (including images) must be of good taste; they shall not undermine good order or discipline or bring discredit upon the naval service.
2. MidTrade is not a resource for the resale of any goods for profit, commercial solicitations, or private business partnerships.
3. MidTrade is not intended as a source for advertising; any posts related to advertising will be promptly removed.
4. Posts shall not erode the respect for the authority and leadership position of a senior in grade or rank.
5. Inappropriate content will not be tolerated; the post will be removed promptly and proper conduct action will be taken as necessary.
6. Uniforms may be sold.
7. Posts shall not create a hostile work environment; MidTrade is intended to boost morale and serve as a resource to make the Coast Guard Academy a better place.
8. Photos associated with posts shall be appropriate and directly related to the item.
9. All posts shall be the personal property of the individual who is registered for the account.

Transactions:

1. MidTrade serves to put two parties in contact to conduct a transaction or coordinate a ride.
2. Cadets shall conduct themselves with professionalism in all interactions.
3. Seniority over underclass shall not be used to an advantage during a transaction.
4. Cadets are not eligible to participate in MidTrade monthly promotions per Terms of Use.

First violation of these Terms and Conditions will result in a Class III 3207 Conduct: unmilitary or unseamanlike. Second violation will result in the termination of the account and a Class II 2204 Conduct: unbecoming a cadet.

sj
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15 Jul 2016

FIRST ENDORSEMENT on 3/C Cadet W. D. Colomb memo 1720 of 21 Mar 16

From: 
B. G. KARPINSKI
CG ACADEMY (sj)

To: CG ACADEMY (c) *Long River Cadet 8/17/16*
Thru: CG ACADEMY (cc) *[Signature] 8/16/16 → PURSUE #3*

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1. I have no legal objection regarding Coast Guard Academy Cadets using their cadet email address to utilize MidTrade.net and establishing an online exchange portal (referred to as a Trading Post on the MidTrade.net site). See Enclosure 1 for notes regarding MidTrade.net and screen shots taken from the U.S. Naval Academy's MidTrade.net site and Enclosure 2 for general MidTrade.net site information.
2. However, I do have certain general concerns with respect to the use of MidTrade.net by Coast Guard Academy Cadets to include the following:
 - a. MidTrade.net school sites are completely viewable by the general public leaving concern that Cadets may be solicited by outside sources to obtain goods/services that a Cadet may offer (including the sale of active duty uniform items).
 - b. Cadets may post inappropriate items, including images and photos that may be seen by the general public.
 - c. The selling, buying, and exchange of information associated with MidTrade.net takes place via an external website resulting in limited Coast Guard control over content. This limited protection evokes a vulnerability that could enable an outsider to obtain Cadet information or gain access to Cadets.
 - d. Because certain Coast Guard Academy staff, faculty, and contractors possess uscga.edu email addresses, they too would have access to buy and sell goods from Cadets; such interactions may violate policy and the Uniform Code of Military Justice.
3. An alternative to using MidTrade.net is to create an internal Coast Guard Academy Portal page for Cadets as a goods exchange portal and ride sharing avenue. I recommend that Cadets interested in this type of tool form a group with faculty advisors and work with the IT Division to create a Coast Guard Academy internal exchange portal for the sale of goods and the offering of rides which remains within the confines and control of the Academy and is not accessible by the general public. Historically the Coast Guard Academy has publically hosted five physical bulletin boards and one electronic bulletin board for ride shares, real

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property rentals, and the sale of personal property. If desired, the electronic public bulletin board could be revived, but this too should be carefully considered as the forum is publicly accessible.

4. If you desire to allow Coast Guard Academy Cadets to use their Coast Guard Academy email addresses on MidTrade.net and create a Coast Guard Academy MidTrade.net Trading Post site, I recommend the following:
 - a. Designate a member of the C-Division staff to oversee and monitor the Coast Guard Academy's MidTrade.net activity.
 - b. Consult with Public Affairs regarding the creation of a Coast Guard Academy MidTrade.net site.
 - c. Revise the present recommended Terms and Conditions to make them more specific including but not limited to: a specific site liaison at the U.S. Naval Academy, designation of whom will be responsible for monitoring and removing inappropriate posts, clarification that uniform items may only be sold to fellow Cadets, and a disclaimer reminding Cadets that they are subject to all other regulations.
 - d. Prohibit all non-Cadet Coast Guard Academy personnel with uscga.edu email addresses from using MidTrade.net.

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Enclosures: (1) MidTrade.net Notes and U.S. Naval Academy MidTrade.net Screenshots
(2) General MidTrade.net Information