

Feedback From our Employees About *Communicator*



By Dick Cole, Acting Director, DCMA Congressional and Public Affairs

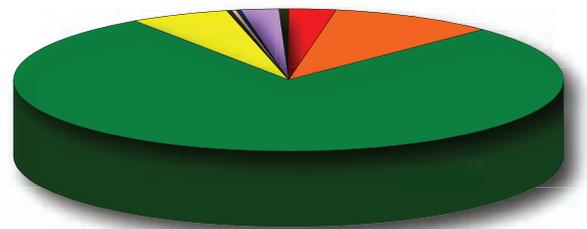
As we in Defense Contract Management Agency Public Affairs began assessing how we could best serve our customers during our implementation of performance-based management, we realized that we couldn't remember the last time we performed a *Communicator* readership survey. After all, how could we be sure we're producing a magazine with the right types of articles to make *Communicator* of interest to you, and best serve the communication needs of the agency's acting director, unless we ask you?

We began putting the survey questions together last August and launched the survey in March 2007. We

were pleased that 1,257 employees completed the survey as this gives us a reliability rate exceeding 95 percent, meaning that our results represent the opinions and feelings of 95 percent of the entire agency within 2.5 percentage points.

Of greatest concern to those of us who labor to put the magazine together each quarter is how satisfied you are with the publication. We discovered that nearly 55 percent of the agency's personnel are happy with the publication; however, almost 41 percent of agency employees are neutral concerning the magazine while nearly five percent of the respondents say they dislike *Communicator*.

Survey Respondents (By Grade)



- GS-1 through GS-5
- GS-6 through GS-10
- GS-11 through GS-13
- GS-14 or -15
- SES
- Military E-5 through E-6
- Military O-1 through O-3
- Military O-4 through O-6
- Other

Of the 1,257 employees who took the survey, the chart shows has a breakout of the respondents by grade.

As you will note, the responses to the survey came primarily from GS-11s through GS-13s. When we asked our employees why they read the magazine, the most popular response was to get news about DCMA and events (30 percent). The second most popular response was to learn more about DCMA policies, operations and goals (19 percent).

We discovered that only 22.4 percent of agency personnel read most of the *Communicator*. Approximately 30 percent of DCMA employees read some of the magazine and another 33 percent skim through each issue. It is a matter of concern that nearly 15 percent of DCMA employees don't read the magazine or skim through it at all.

In order to make the magazine more interesting to you, we asked what you wanted to see more of in

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the magazine. Overwhelmingly, two responses tied for the top answer: strategy and counsel — what the acting director and the senior leadership team are thinking and what they are planning; and how DCMA is supporting its customers.

Following closely behind, three responses tied for second place. Agency employees said their second most desired topic in the publication was: recognizing our people — who has been promoted, who has retired, who has received awards, etc.; "war stories" (how DCMA employees are supporting the war effort); and information that will help you to improve your job performance.

The least favorite topic for agency personnel are personality profiles of agency leaders.

So what are we going to do with this information?

The *Communicator* staff has begun refining the story content, design and utility of future issues of the magazine. We have taken your comments to heart and began the process to improve and transform your publication.

We received a number of suggestions that we implement a "letters to the editor" column or provide "unrestricted" feedback to the members of the senior leadership team. We are moving in that direction and hope to offer both of these items in future issues of the magazine.

We appreciate the many kind comments about the design of the publication and the quality of our writing. We will redouble our efforts in the months ahead to do an even better job of telling the stories you tell us you want to read.

As happens in any survey, there were a number of respondents who took us to task for producing "garbage" that nobody has time to read or is too

much like "propaganda." We hear you. We want to be the information conduit that you deserve and pledge to be more aggressive in the future in following the types of stories that you are interested in and have told us you want to read. By creating a publication that you desire to read, we also fulfill our Department of Defense responsibilities to communicate messages of importance from the acting director and members of the senior leadership team and can provide the feedback loop to the agency's senior leaders that many of you asked for.

We are also working to increase the amount of time-sensitive or "perishable" news on the agency's Web pages and print less of it in the *Communicator*. That way, you won't continue getting articles about how DCMA organizations celebrated the year-end holidays in your summer issue of the magazine! We hope to increase the agency's news distribution via the Web shortly after this issue of the publication is distributed.

A final thought: many of you complained that you have problems finding copies of the magazine each quarter. We are printing the *Communicator* in a ratio of one magazine for every four employees per DoD directive. Consequently, if someone takes a copy, reads it and throws it away, that means three other employees miss an opportunity to see the publication. If you take one, please leave it where coworkers may see it and read it, too.

Thank you for your important and valuable participation in the readership survey! It has energized the Public Affairs staff and motivated us toward pleasing you with an improved *Communicator* in the near future. 