



Know Your Role

Strategic Update

Director's Corner

Customer Feedback

Customer Management Services (CMS) was developed as a web-based customer service assessment that is CLS based, multi-customer focused and is deployed around the world. CMS continuously seeks and uses customer feedback to synchronize, evaluate, and improve both the delivery and receipt of installation programs and services.

CMS provides the Army and IMCOM a standardized, disciplined methodology for capturing customer feedback and using that feedback to continuously improve services (efficiency and effectiveness).

The 2009 Customer Service Assessment results are now available!!

The Customer Survey Assessment is an annual web-based diagnostic tool that allows Fort Meade customers to share their perceptions of how our garrison services are performing and how important our services are to their organizational mission accomplishment and individual needs. Information obtained from customer feedback will help the Garrison Commander and installation service providers determine where to best allocate resources in order to maintain and improve services on the installation and whether our efforts to deliver quality services are meeting our customers' expectations!

When we hear talk about strategic communications, most of us immediately understand that to mean communicating where we're going to the customers and stakeholders outside the gate. We ensure that the public affairs machine is in place to project our message to these outside groups.

Where an organization most often misses the boat, however, is failing to develop and implement an internal communication strategy so that those operating inside the system know what is happening around them. Having a viable internal communications strategy helps tell where the organization is going and why; how it's going to get there; and solicits the workforce's buy-in and participation in the process. If that doesn't occur, employees can be an organization's most scathing critics; yet, if we get it right, they are its most ardent supporters.

Leadership might know the story of where the organization is headed and how to get there, but has that story been articulated to the very workforce that will help the organization reach those goals? Although employees know their jobs, they also need to know the role they play in the organization's mission, and those delivering the message must not only understand the mission, they must support it as well.

Communication strategies must incorporate top-down, bottom-up, and lateral communication procedures. With clear, consistent communications, the workforce will understand why they do what they do, fostering mission-focused behavior to help achieve the organization's goals.

Command Emphasis on Strategic Communications

The importance of strategic communications has been recognized and expounded on by our higher command, LTG Lynch, IMCOM Commander. LTG Lynch stated within executive summary (1/25/10) that "IMCOM must do a better job at Strategic Communications."

Strategic communications defines strategic, actionable goals, along with the designated action plan/approach of implementation. The value of successfully communicating strategically is having support from both the decision makers and actual implementers (workforce) for the action plan in question.

Per LTG Lynch, "Communicate, communicate, communicate! I can't stress this enough. Use every opportunity to listen to your leaders, customers and subordinates. Know your responsibilities and communicate your objectives to your workforce and supported Commander." Taking the time to ensure all levels of your organization are marching to the same tune increases your efficiency and effectiveness. Employees will be more motivated with the knowledge that their efforts are in direct alignment with the mission at hand. Also, avoided will be the trappings of miscommunication which often result in wasted efforts on matters that have been decided to be halted or performed in a different manner.

Regarding strategic communications, keep it simple and include all. Two items that should be strived for are: constant communication & clear and consistent feedback.



LTG Lynch, IMCOM Commander, speaks to community members during one of his stops during a week long visit to various European Army garrisons.

This visit was part of his current campaign entitled 'Stamp out Stupid' in which he strategically communicates the importance of not doing 'stupid' things just because that is the way they have always been done. He plans on unveiling the new strategy of doing business during the upcoming IMCOM Campaign Plan Roll Out Conference scheduled for March 29 - April 2, in San Antonio, Texas.

Fort Meade will be one of his stops, scheduled for July 27.

Organizational Self Assessment

The Organizational Self Assessment (OSA) is an industry proven, online web-based tool that incorporates the Baldrige criteria for performance excellence and identifies the organizational strengths and opportunities for improvements using recorded responses from participants that are summarized in the feedback. The assessment can be customized to focus on certain categories and items. Segments concentrate on leadership; strategic planning; customer and market focus; measurement, analysis, and knowledge management; workforce focus; or process management.

You may be randomly selected as a participant in the 2010 IMCOM OSA deployment. This assessment is critical to rating the installation's ability to assess the maturity of Fort Meade's management practices and business results. Your active participation is essential to ensuring the assessment's validity, and you are strongly encouraged to complete the OSA with honesty and constructive criticism to enable installation leadership to improve the support that is provided to installation service members, Families, tenant commands, and the workforce.

It is important you provide honest feedback about what we are doing well, what needs improvement from your perspective, and your best recommendations for improvement. Your individual ratings and comments will remain strictly anonymous.

In closing, Fort Meade's leadership is excited about this process as it will help Fort Meade become a better performing and more cost efficient installation enabling the workforce to provide better support and increase customer loyalty by showing commitment to quality.

PAO Harnesses New Media for Communication

Fort Meade's public affairs office takes full advantage of new social media outlets, with a video blog, a Facebook page, and a Twitter account. While the use of traditional media, like the weekly newspaper *Soundoff!*, is still an important means of providing longer-form, detailed information, these new outlets provide several advantages. They offer two-way communication with customers, allowing immediate feedback. The sites also provide a forum for members of the community to respond directly to questions other members may have.

The importance of the new media became apparent during the recent snowstorms that closed the installation and cut off power to many of the post's residents. It took six months to get the first 1,000 fans on the post's Facebook page, but only one week of snow to get the second 1,000 fans. The page had more than 38,000 hits between the first storm on Feb. 5 and Feb. 12, when normal post operations resumed. With more than 800 postings, the community took advantage of the two-way nature of new media to provide a level of communication during crisis that was impossible before the advent of social media.

New media outlets foster active participation from users, allowing the community to become part of the conversation rather than passive readers or viewers. Installation residents have experiences and stories they can pass on to those newly assigned to Fort Meade. Employees can post questions, or share their ideas on improving life on the installation. Take part in the conversation — visit Fort Meade's Web site at www.ftmeade.army.mil, and follow the links under Social Networking.



DID YOU KNOW?

- The National Capital Region District (NCR-D) is being deactivated at an IMCOM ceremony on March 24. Fort Meade will return to being a part of the Northeast Region (NERO).
- Annual directorate-level chain teaching strategic training survey has been deployed; please provide responses NLT March 26.
- IMCOM Campaign Plan Rollout conference is being held from March 29 - April 2, in San Antonio, Texas. Additional information will be provided post conference through upcoming strategic newsletters.



FORT GEORGE G. MEADE'S STRATEGIC NEWSLETTER

Plans, Analysis, and Integration Office (PAIO)
8545 6th Armored Cavalry Road
Ft. Meade, MD 20755

Co-Editors: Raul Schuett & Corey Johnson
Contributors: Bernadette Baldeo, Bert Rice, Jettie Muller, Dan Wilson, Bill Wittman, Annette Duberry, Audrey Smith, Milton McLean, and Harry Lockley (PAO).

Excellence in Installation Support

We're on the Web!
<https://meadc21978dm030/index.htm>



Where do **YOU** fit into the FGGM Strategic Plan?