



A&S Communications Survey

Thank you for participating in the annual A&S Communication Survey (OMB Control No.0704-0553). This 16 question survey should take approximately five minutes to complete.

ABOUT

This annual organization-wide communication survey is designed to gauge the efficacy of communication and dissemination of information products. Questions for response are aimed at better understanding the effectiveness of current communications products, and determine the optimal frequency and form for receiving information. Results will help to determine what additional products and information the workforce wants to receive.

AGENCY DISCLOSURE NOTICE

The public reporting burden for this collection of information, 0704-0553, is estimated to average 5 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding the burden estimate or burden reduction suggestions to the Department of Defense, Washington Headquarters Services, at whs.mc-alex.esd.mbx.dd-dod-information-collections@mail.mil (<mailto:whs.mc-alex.esd.mbx.dd-dod-information-collections@mail.mil>). Respondents should be aware that notwithstanding any other provision of law, no person shall be subject to any penalty for failing to comply with a collection of information if it does not display a currently valid OMB control number.

1. Which organization do primarily support?

- ☐ USD
- ☐ DUSD
- ☐ ASD(A)
- ☐ ASD(S)
- ☐ ASD(EI&E)
- ☐ ASD(NCB)
- ☐ ASD(IBP)
- ☐ DBO

2. Which of the following categories best describes your role within A&S?

- ☐ Senior Leader (SES, General Officer, etc.)
- ☐ Supervisor
- ☐ Support

3. How long have you been in A&S

- ☐ Less than a year
- ☐ 1-3 years
- ☐ 3-6 years
- ☐ 6+ years

4. Which A&S web-based communication resources do you use or reference?

	Never	Rarely	Sometimes	Always
A&S Intranet Portal <i>(The A&S SharePoint site is a shared enterprise, integrated web-based platform to manage OUSD(A&S) internal requirements, data, and functions)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strategic Data Repository <i>(The SDR is a controlled-access SharePoint site that serves as a central location for up-to-date strategic documents including Performance Management, Strategic Communications, and Executive Correspondence guidance)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A&S Public Website <i>(Public facing website populated with a comprehensive leadership gallery including bios and photography, current news articles, strategy documents, and organization directory)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A&S LinkedIn Page <i>(Official A&S account that shares updates and activities from across the organization)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DoD Website <i>(Official DoD public page with live news, events, and leadership information)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Which A&S communication products or tools do you use, read, or reference?

	Never	Rarely	Sometimes	Always
Weekly Workforce Update / USD Email <i>(Weekly message from the USD providing updates on current activities distributed to the workforce)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A&S Spotlight Newsletter <i>(Monthly organizational newsletter that explores a new topic each edition and includes upcoming events, personnel spotlights, and workforce updates)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Senior Leader Engagement Calendar <i>(The SLE is an interactive tool to provide visibility on senior leadership engagements across A&S at the DASD-level and above)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A&S Communications Playbook <i>(Document that provides clear, credible information on key initiatives across the organization for senior leaders' use in public outreach and communication)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Never

Rarely

Sometimes

Always

USD(A&S) Strategic**Outlook** *(The USO**provides a long-range, strategic view of major meetings and**engagements that the USD(A&S) will**participate in; or have a direct impact on the A&S operations and objectives)*☐☐☐☐

6. Which resources do you use when accessing the A&S Intranet Portal? (Select all that apply)

☐ Office rosters and POC lists☐ Links to external resources☐ Announcements☐ Templates and Documents☐ None / Do not use☐

Other

7. Which documents do you use or reference when accessing the SDR? (Select all that apply)

☐ Weekly Workforce email linked resources

☐ Strategic communication products

☐ Executive correspondence guidance

☐ Performance management resources

☐ None / Do not use

☐

Other

8. Which topics do you find most valuable in the A&S Spotlight Newsletters? (Select all that apply)

☐ A&S program highlights and accomplishments

☐ DBO Corner (workforce resources & happenings)

☐ Resource Rolodex (personnel spotlight introducing readers to a key staff member each month)

☐ Upcoming events and observances (includes holidays, national observances, and DAU training events)

☐ None / Do not use

☐

Other

9. What content would you like to see more of on the A&S LinkedIn page? (Select all that apply)

- ☐ Personnel spotlights and awards
- ☐ Leadership engagements and travel
- ☐ Job and internship openings
- ☐ Initiatives and programmatic milestones
- ☐ News articles
- ☐ Videos
- ☐ Conferences and event opportunities
- ☐ None / Do not follow

☐

Other

10. As the opportunity for USD and leaders to address the workforce, what content would you like to hear, and what topics should be covered at A&S Town Halls? *(Please do not include any PII)*

11. When hosting A&S Town Halls, which platform do you prefer?

☐

Virtual

☐

In-Person

☐

Live-stream video

☐

Other

12. How often should A&S Town Halls be hosted?

☐

Weekly

☐

Monthly

☐

Quarterly

☐

Semi-annually

☐

Other

13. Please provide specific feedback from the 03 June 2022 Town Hall. *(Please do not include any PII)*

14. What other communications products would you like to receive? *(Please do not include any PII)*

15. How can we improve organizational communication? *(Please do not include any PII)*

16. What are your personal favorite media platforms, or preferred outlets, for staying up-to-date on current news and happenings?

- ☐ Podcasts
 - ☐ Twitter
 - ☐ Instagram
 - ☐ Blogs/ News
 - ☐ YouTube
 - ☐ Facebook
 - ☐ Email subscriptions
 - ☐ Technical journals
 - ☐
- Other

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