

EXECUTIVE SECRETARIAT
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Executive Secretary
8/29/83
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M R C

Executive Registry
83-4267

MIDDLESEX RESEARCH CENTER, INC.

3509 M STREET, N.W. • WASHINGTON, D.C. 20007 • (202) 342-1170

25 August 1983

DD/A Registry
83-4023

John N. McMahon
Deputy Director
Central Intelligence Agency
Statutory Offices
Washington, D.C. 20505

DD/A REGISTRY
FILE: 50-1

Dear Mr. McMahon:

In the last several months you should have received an announcement about our new microcomputer workshop. Middlesex Research Center designed this seminar especially for government managers and administrators who need to know how to use the power of small computers. By working closely with line managers and administrators in virtually every sector of the Federal government, we have been able to prepare a seminar that is both timely and responsive to the needs of the government manager.

Each of the seminar sessions has been enthusiastically received by the attendees. This is a sample of the reaction of some of the attendees:

- "The entire course was well put together ... class size about right and availability of equipment, good."
- "You provided a lot of good information in an unbiased manner in a short period of time - Well done!"
- "Excellent update on the state of the art."

The enclosed brochure provides summary information about the seminar. We are limiting each session to 30 attendees so that you will get as much hands-on experience as you need. Since many of the workshops have been sold out, please do not hesitate to call in your registration (342-1170). We look forward to hearing from you.

Sincerely yours,

MIDDLESEX RESEARCH CENTER, INC.



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83-4023



**USING small COMPUTERS
A HANDS-ON SEMINAR
FOR GOVERNMENT MANAGERS**

September 21, 22, 23, 1983
SEMINAR FEE: \$535

REGISTRATION FORM

Name: _____

Position Title: _____

GS Grade (or equivalent): _____

Department or Agency: _____

Office Mailing Address: _____

Office Telephone (Code and Ext.): _____

(Direct Dial): _____

Person to be notified concerning acceptance of this registration:

Name: _____ Title: _____

Office Address: _____

Office Telephone (Code and Ext.): _____

(Direct Dial): _____

Please Attach Purchase Order or Furnish Following Information for Payment:

Agency: _____

Name of Billing Officer and Title: _____

Official Address: _____

Other Identifying Information, Required by Your Agency for Billing:

Your letterhead may be used in supplying the above information.



Middlesex Research Center
Institute for Public Management Education
3509 M Street, N.W. • Washington, D.C. 20007
(202) 342-1170



**Middlesex
Research
Center**

**USING
small
COMPUTERS**

**A
Hands-On
Seminar
For
Government
Managers**

Sept. 21, 22, 23, 1983

Stouffer's
Hotel in
Crystal City

You Can Learn To Use The New Desk Top Microcomputers!

The current generation of microcomputer is inexpensive, powerful and, most importantly, designed to accommodate managers with no computer background. The technology is ready, and governmental managers are beginning to utilize this powerful new tool effectively in their own operations. Middlesex Research Center presents a comprehensive, hands-on introduction to microcomputers in its seminar.

A Hands-On Workshop

This is not a course that focuses on the "bits, bytes, bauds" and other technical aspects of computers. A computer will be provided for each two or three participants so that each individual attending will gain actual experience and confidence in using the computer to solve a variety of problems that frequently face the governmental manager.

The instructional staff will guide you through each of the steps necessary to build office budgets, track expenditures, forecast program activities, develop reports, plot statistics, and transmit data. The examples and exercises used in the workshop will be case studies drawn from governmental experiences.

Who Should Attend?

The Government Line Manager responsible for a program or a functional organization — **not** the computer specialist!

Executive and line managers with little (if any) previous computer experience are finding the personal computer or "micro" to be a powerful tool in assisting them in managing their programs and organizations. Managers at all levels are using personal computers to plan and budget their programs, to provide accurate and rapid answers to "what if?" questions, to transmit data and reports among regional and area offices, and to keep track of a wide variety of information from telephone numbers to legislative hearing schedules.

Using "user friendly, off-the-shelf" software packages, managers are able to utilize personal computers in their day-to-day activities with little more effort than that required to operate a hand-held calculator.

What You Will Learn:

- How to operate** a personal computer and such accessories as printers, disk drives, and telecommunications modems.
- How to use** such "electronic" spread sheets as Visicalc or Supercalc in laying out program plans and developing organizational budgets.
- How to construct** simple analytic models that permit you to address the potential impact of a wide range of assumptions and "what if?" questions concerning your program.
- How to establish** data files that can be readily accessed and easily transformed into the report formats that you specify and select.
- How to use** graphics software to build project schedules, construct graphs, and plot trends.
- How to use** personal computers to transmit data and memoranda around the office or across the country.
- How to use** personal computers to handle such day-to-day information needs as telephone listings, suspense files, status of key projects, or maintenance of up-to-the-minute budgetary "cuff" records.

Special Feature

Each participant in the seminar will have ample opportunity to obtain hands-on experience with a microcomputer and its accessories during the session. An Apple II+ microcomputer with disk drive, monitor, etc., will be provided for each two or three attendees to ensure that you have enough time on the machine both to understand how it can be used in your office and to build confidence in your ability to make the machine do what you want it to do.

Course Leaders

Bruce A. Wilburn

Bruce A. Wilburn is President of Middlesex Research Center in Washington, D.C., where he personally designs and develops all of the firm's financial management and professional development workshops.

Mr. Wilburn has taught management and budgeting a wide variety of educational approaches, including videotape, videodisc, slide cassette, and computer assisted instruction, as well as lecture presentations.

Joseph L. Pokorney

Joseph L. Pokorney, Vice President of Middlesex Research Center, directs MRC's microcomputer systems consulting practice. He has designed and implemented a variety of microcomputer systems for clients.

Mr. Pokorney managed MRC's interactive video technology project for the U.S. Navy. He is the principal designer of MRC's Micro Mentor™ system or computer-managed video instruction. In addition, he is a Professor of Systems Engineering in the Graduate School of Engineering, George Washington University.

Judith LeFande

Judith LeFande is a Senior Associate at Middlesex Research Center, where she coordinates all microcomputer seminar activities. In addition, she is the principal instructor for file management application programs.

Ms. LeFande directs all testing and validation of MRC's software products. She also directs the firm's implementation and customer support activities. She has worked as a systems analyst for large distributed information systems and has designed and taught computer and microcomputer training programs.

Course Outline

A Brief Primer:

Personal computing for managers and executives.

- Why executive computing makes sense now.
- A hardware primer: the basic components of an executive computing system.
- An overview of what's available now, off-the-shelf.
- A software primer: the fundamentals of spreadsheets, data base systems and graphics packages.
- The comparative economics of dedicated personal computers versus shared mainframe computers.

The Fundamentals of Computers

What you have always wanted to know about computers but could not translate into English when you were bold enough to ask.

- The basic components of a computer system. What does each component do? How does it work?
- An introduction to software. What is it? How does it work? How do you make software work for you?
- Some technical concepts and terms you should understand. Also some basics: Where is the on-off switch? Which side up when you put a disk into the disk drive? How does the computer keyboard differ from a typewriter keyboard?

Electronic Worksheets

- The characteristics of an electronic worksheet. How to enter labels, data and formulas.
- How to save, retrieve, and update a worksheet.
- Worksheet applications in program planning and budgeting, in program analysis and "what if?" models, and in scheduling and milestone tracking.

Filing and Reporting Systems

- File software and what it can do for the line manager.
- How to define a file structure, store and maintain data, and retrieve needed information.
- How to create report formats, call for reports from a file management system, and then make changes to your report formats.
- File management applications for a program data base and an administrative data base; how to print customized reports for your application.

Graphics Packages

- Developing standard graphics presentations: pie charts, bar charts, trend lines, etc.
- Printing graphics directly from a data base.

Personal Computers and Telecommunications

- Electronic mailboxes and electronic message boards — what are they and how do they work?
- Computer networking and how to link your computer into a computer network.
- Applications in intra-agency data transmissions.

Personal Computers in Government

- Acquiring personal computers within the limits of Federal procurement and other regulations.
- The decentralized personal computer and your agency's centralized computer center — key policy issues.
- Justifying personal computer acquisition in the budget process.
- Selecting hardware and software — what to look for and what to avoid.
- Integrating the personal computer into your operations — the people issues.

Registration Information

Location

The Seminar will be conducted at the Stouffer's Hotel in Crystal City, Virginia. Just a short walk from the Metro stop; free parking at the hotel.

Enrollments

You may enroll by returning the registration form included in this brochure or by telephoning our Registrar at (202) 342-1170.

Ten percent discounts for groups of three or more are intended to encourage participation by teams and implementation "cadres". This applies only to registrations made for one program session by a single agency source.

Seminar Fee

The \$535 fee includes tuition, lunches, and student materials. It is payable to Middlesex Research Center.

Cancellations

Registrations cancelled less than 7 days prior to the beginning of the Seminar are subject to a \$50 charge.

Further Information

For further information, call (202) 342-1170. The Middlesex Research Center (MRC) is a research, consulting, and educational organization providing a broad range of management services to public purpose organizations.



MRC, Inc.



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MANAGEMENT CONSULTANTS
3508 M. STREET, N.W.
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John N. McLaughlin
Deputy Director
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