14 FEB 1977

MEMORANDUM FOR: Deputy Director for Administration

ATINTL FROM   : ███████████████

          Chief, Management & Assessment Staff, DDA

SUBJECT   : DDA Exchange Reader Survey

ATINTL
    1.   Attached for your review and approval is the DDA
Exchange Reader Survey questionnaire that we plan to incor-
porate in the April issue. This has been coordinated with
each of the Senior Editors from the Offices, with our own
Associate Editors here in O/DDA, and initially and finally
with ████████ As you will note, this will be an insert in
the issue. We plan to position this at the end of the maga-
zine immediately preceded by a short article on "Reader
Survey."

    2.   The survey is multi-purpose. It seeks first to
elicit reader opinion on the effectiveness of Exchange.
Questions 2, 3 and 4 are designed for that purpose. The sur-
vey seeks the readers' opinion on some aspects of Exchange
characteristics. Questions 5, 6 and 7 are designed with
that end in mind. The survey asks the reader for information
that will help us to plan for future editions and maybe tell
us where we are missing the mark. Question 8 and question 9
are directed toward that end. Questions 1 and 10 are designed
for the purpose of survey analysis.

    3.   We plan to have five questionnaire forms in the maga-
zine. Additionally, we will provide each Senior Editor with
a supply of blank forms to which the reader will be directed
by the article itself if those in the magazine have been
used up. This is in recognition that circulation of a single
copy of Exchange can be among as many as 20 people. Please
note that we have a cut-off date of 30 April for responses.

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This should give us enough time to analyze the results and to
determine what action is indicated for the July issue, which
goes to press the first week of June.

4. We have discussed with ████████ the relative merits   STATINTL
between a random sampling technique where the survey is mailed
to an individual and this insert method. Both produce valid
data; however, the former would give us a number on the maga-
zine's readership, would tend to produce a greater percentage
of responses (mail addressed to an individual is more likely
to result in an answer than the anonymous form included in a
magazine), and would also give us a more representative reading
on the opinion of the "population" than will this (on assumption
that circulation of each copy is based on descending order of
grade and position heirarchy). Administration of the insert
method is less time consuming--the sampling method is based
on development of base information (which would have to come
from OP) on the total "population," against which survey
results are compared; this insert method measures only the
absolute of replies. The insert method offers the option to
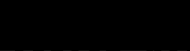<u>all</u> readers to contribute to survey.

5. We have asked respondents to identify themselves by
grade range and by Office of assignment. Our basic rack-up
will be by Office of assignment and grade, from which we will
summarize for Directorate opinion. Although we will publish
Directorate results, information on the results of the survey
at the Office level will be given only to the appropriate   STATINTL
Office for their use and action.

7. In planning a survey, it is SOP to hypothesize survey
question "norms" and tentatively to identify action options
in the event the actual results differ. In discussions with
each of the Senior Editors, we got mixed opinions; and so it
is somewhat difficult, at least for us, to hypothesize with
any confidence what the norm should be. Some of the Senior
Editors indicate the probability of rather pessimistic responses;
others postulate very optimistic responses. As a result, I
suggest that we just wait until we get the results and then
attempt to interpret them with the assistance, of course, of

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ATINTL

███████████ and company. Armed with that, we can then define
action required, if any. In my judgment, question 2 is
crucial. It is for this that we are publishing Exchange. If
the preponderance of opinions are "very high" or "high," I
will feel that we have achieved our purpose. If not . . .

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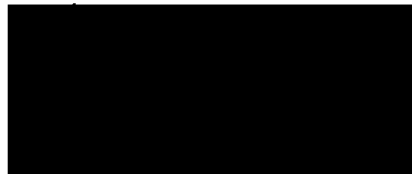
Attachment:
    Reader Survey Questionnaire

DDA EXCHANGE READER SURVEY

Each reader of this issue is requested to take a few minutes to answer the following questions. Your responses will help the Editors evaluate the acceptance and usefulness of Exchange. Please fold the completed survey form and staple it so the address on the reverse side shows, then forward it through internal mail. Survey responses should be mailed by 30 April 1977. Results of the survey will be included in a future issue of Exchange.

Please circle the letter corresponding to the most appropriate answer.

1. How much of Exchange do you normally read?

   a) All articles b) Most articles c) An article or two d) Usually don't read it

2. To what degree has Exchange increased your understanding of the Directorate?

   a) Very high b) High c) Moderate d) Low

3. How do you rate Exchange as a source of information?

   a) Excellent b) Good c) Poor d) Very poor

4. In what ways is this information useful to you? (Circle all which apply.)

   a) As applies to   b) As applies to   c) As background   d) Other:
      your job or Office   your career   information
      activities   development   _____

5. Do you feel the average length of the publication is:

   a) too short b) about right c) too long

6. Would you prefer that Exchange be published:

   a) more frequently b) as is [quarterly] c) less frequently d) not at all

7. What is your opinion of the general quality of Exchange? (writing style, readability,
                                                              conveyance of message)
   a) Very high b) High c) Low d) Very low

8. What topics or subject areas do you suggest for future publication?

   _____

   _____

9. Please add any comment or suggestion pertaining to the publication of Exchange.

   _____

   _____

   _____

10. Please check one item in each of the following categories:

    Your grade: GS-14 or above_____   GS-10 thru 13_____   GS-9 or below_____

    Office of Assignment: OC____ODP____OF____OL____OMS____OP____OS____OTR____O/DDA____Other____

              (PLEASE FORWARD COMPLETED RESPONSES BEFORE 30 APRIL 1977)