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Security Staff

June 1985

STUDY OF OL's SERVICE ENVIRONMENT AND WAYS TO ENHANCE OL's IMAGE

The Director of Logistics has asked IMSS to undertake a directorate-level objective to enhance OL's image as a service organization. The following questions serve as a point of departure to help us determine how OL can improve its services/support...or better acquaint other components with our role in the Agency. Feel free to tailor the questions to your component or expand them as you think best contributes to this effort. Please add continuation sheets as needed.

1. In your component, what activities/products/services act as "image creators" for you and OL?

- a. Service activity provide Support OL OC contractors other components
- b.
- c. Provide Security guidance to contractors in the handling + protection of classified information + material.
- d.
- e. Interface with other Agency components to provide security assistance in classified procurements.
- f.
- g. Provide security guidance to OL employees + activities.
- h.
- i.
- j.

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QUESTIONS FOR OL DIVISIONS/STAFFS (page 2)

2. What do you think are your customers' perceptions of your component's services and image in each of the above areas? Key your answer to the appropriate letter in Question 1.

a. *Relative few complaints tend to indicate favorable perceptions also positive comments tend to indicate good relations.*

c.

d.

e.

f. *Increased level of requests tend to indicate positive perceptions.*

g.

3. In which areas could your component project a better image or provide a better service? How? (Key your answer to the appropriate letter in Question 1.)

a. *The staff attempts to present a good image; however the only way this could be enhanced would be through an increase in personnel.*

c.

d.

e.

f.

g.

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QUESTIONS FOR OL DIVISIONS/STAFFS (page 3)

4. What additional services/support could your component add to improve customer relations and enhance OL's image? Please indicate priority.

Achievable with present resources

- a. *No additions could be handled with present resources*
- b.
- c.
- d.
- e.
- f.
- g.

Achievable with additional resources (specify resources)

- a. *More timely response time to inquiries - Adm. Serv.*
- b. *More timely response to opening requests - ISO*
- c. *More timely response to OLC Employee problem*
- d.
- e.
- f.
- g.

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QUESTIONS FOR OL DIVISIONS/STAFFS (page 4)

5. What other factors do you think influence OL's image? How can they be changed to enhance OL's image?

- a. Job satisfaction
- b. Interest in job
- c. Knowledge of importance of mission
- d. Identification with part individual plays in overall mission.
- e.
- f.
- g.

6. How can we best communicate to others in the Agency the scope and importance of OL's services/support?

- a. Briefing at various courses -
- b. D4 PD ^{video} slide show presentation to various components
- c.
- d.
- e.
- f.
- g.

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QUESTIONS FOR OL DIVISIONS/STAFFS (page 5)

7. What public relations tools could you suggest to enhance OL's image (e.g., employee bulletins, posters, brochures, video presentations, briefings)?

a. Posters

b. Video presentations

c. Interesting briefings

d.

e.

f.

g.

8. If we were to conduct a voluntary random survey of the perceptions of OL within the Agency, who would you recommend be queried and with what specific questions?

a.

b.

c.

d.

e.

f.

g.

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QUESTIONS FOR OL DIVISIONS/STAFFS (page 6)

9. Has your component conducted a customer survey within the past two years? No If "yes," please make copies of the survey and results available to IMSS. (Elaborate, if desired, on any changes made as a result of the survey or any changes suggested but not implemented.)
10. What other suggestions do you have for enhancing OL's image that are not specifically addressed in these questions?
- a.
 - b.
 - c.
 - d.
 - e.
 - f.
 - g.

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1. Provides security guidance to controllers handling & protection of class info.
2. interface with other components with classified material procurement
3. provide security guidance - personnel

2
 relatively few complaints =>
 positive comments => good relations
 increased level of requests
 indicate positive perceptions

3 Staff presents T image - enhanced by increase in personnel

4 ~~achieved w/ no~~ additional services could be handled w/ present resources

~~##~~ better response time -> industrial request time

More timely response to employee
promises

5. job satisfaction
interest in job
knowledge of importance of a mission
identification of individual w/respect
to part he plays overall mission

#6. briefings, courses
P's PD. Video, slide presentation

7. Interesting briefings