ARMY AL&T SURVEY RESULTS

The *Army AL&T* editorial staff expresses its sincere appreciation to the large number of individuals who responded to a reader survey that was e-mailed earlier this year to 1,000 randomly selected military and civilian subscribers. Your responses will greatly help us in producing a more valuable product. The survey consisted of eight questions and a comments section. What follows is a brief analysis of the survey results.

The vast number of respondents reported that during the past year, they read all six issues of the magazine. In addition, 91 percent of those surveyed indicated that they receive the magazine on time (Figure 1). Of those who do not, some commented that they are overseas.

The overwhelming majority of magazine recipients also find the magazine useful in keeping them informed about matters related to their career fields. Of the small number who find it "seldom useful" or "not useful" in their career field, some said they would like to read more about installation-level contracting. We hope that this issue, which highlights installation transformation, will benefit those individuals.

Survey participants were also asked to select the type of subject matter they prefer from several categories. New technology ranked first, followed closely by career development/training and then interviews, conferences/announcements, letters to the editor, awards, and book reviews (Figure 2).

Survey recipients were also asked how they would rate *Army AL&T's* subject matter overall. Eighty-seven percent believe it is excellent or good. By a very wide margin, respondents prefer the short, news-type articles rather than

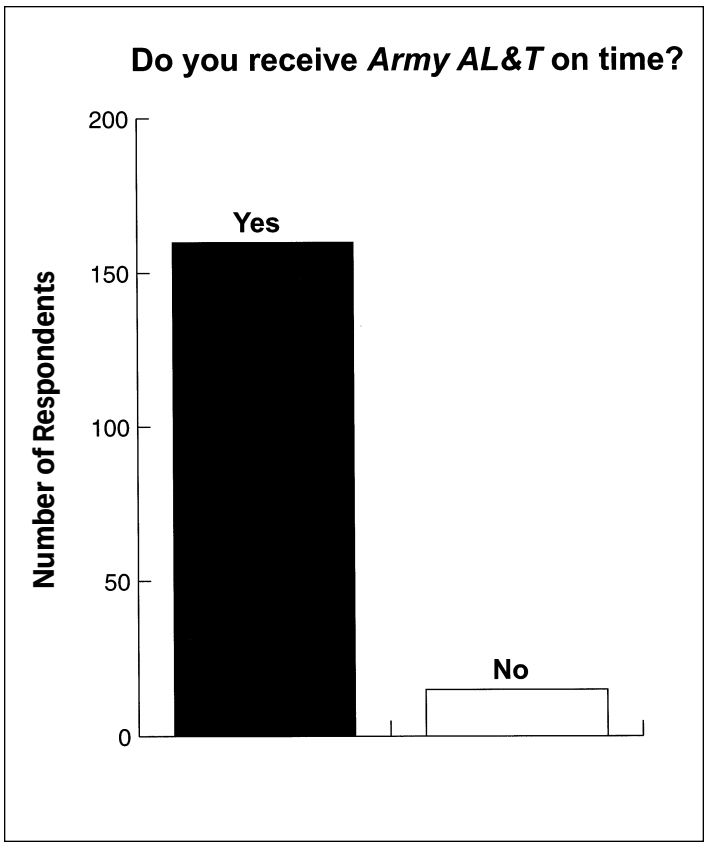

Figure 1.

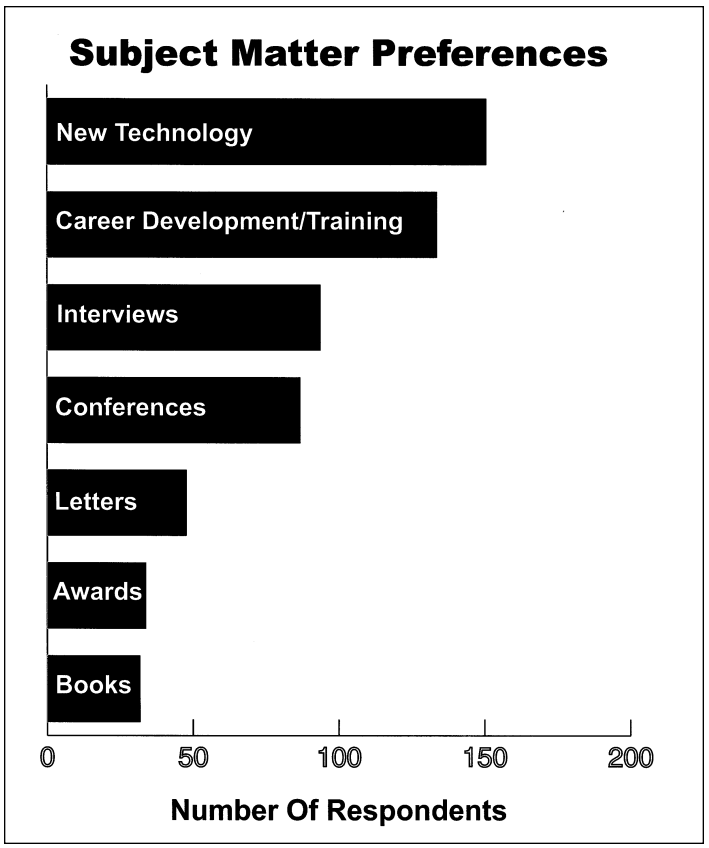

Figure 2.

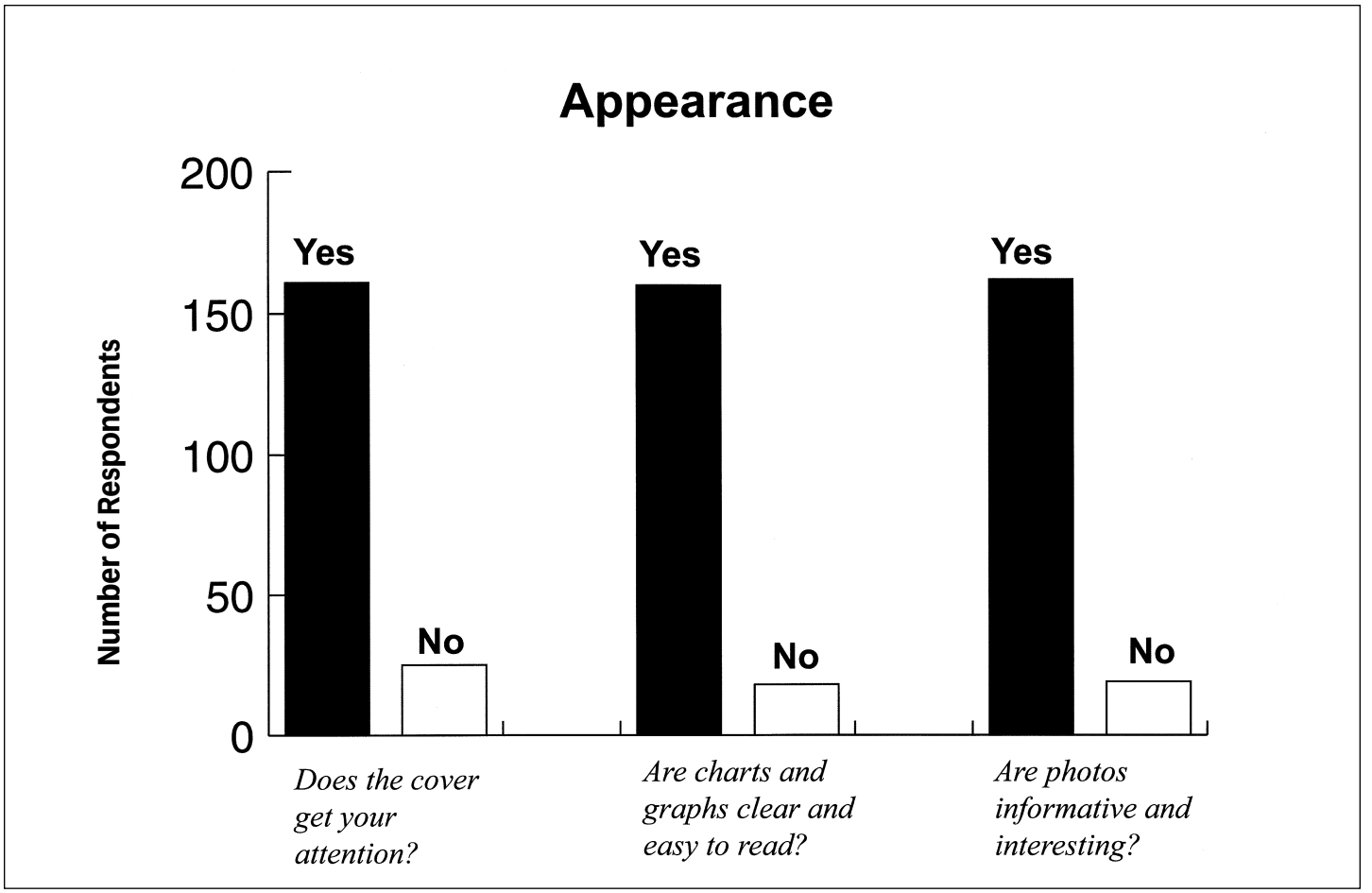

Figure 3.

the long feature articles. Also by a large margin, respondents gave high marks to the layout and general appearance of the magazine, including photos, charts, graphs, and cover design (Figure 3).

Comments

Many survey respondents provided interesting and informative comments. Listed below is a sampling of some of those comments we would like to share with you.

• *Publish an article on the new Army requirements streamlining process and how it will affect operational requirements documents.*

• *Suggest publishing an article on one PEO [program executive office] in each issue.*

• *Need more insight from the user community on how it applied technology and its value to their mission.*

• *There has to be a better way of updating our military addresses. It took the Army 16 months to get my new address to you!*

• *Would like to see an article that explores the forbidden topic of civilians and military competing for the same PM slots.*

• *Would appreciate more information meaningful to acquisition workforce personnel who are not directly located in a PEO or PM office.*

• *I prefer the shorter, more cryptic articles. I don't fully read the longer ones.*

• *Limit the number of people pictures or show people in different settings. For example, PMs of the year should be shown with their weapon vice their award.*

• *Provide more articles on information systems security and security engineering.*

• *Stop trying to cram an overabundance of information into a limited amount of space. A few very good articles are preferable to lots of marginal material.*

• *I save certain issues for reference at a later date.*

• *Articles are too long and tedious to read.*

• *I enjoy reading the real life stories about solving acquisition problems.*

• *Need more in-depth coverage of new processes similar to the issue you published on Army knowledge management.*