Office of the Administrative Assistant
to the Secretary of the Army

STRATEGIC GOALS and OBJECTIVES

2007-10

SERVICE & WORKFORCE EXCELLENCE

"Service and Workforce Excellence is not only our vision, but our promise. OAA is committed to supporting the Army and its four imperatives—Sustain, Prepare, Reset, and Transform—by providing dependable, cost-effective products and services the Army needs. OAA is a customer-focused organization that plays a critical role in the sustainment, preparation, and reset of our Soldiers."

— Joyce E. Morrow,
Administrative Assistant to the Secretary of the Army

Through Service and Workforce Excellence, the Office of the Administrative Assistant to the Secretary of the Army (OAA) strives to accomplish its mission of providing outstanding products and services in support of the Army, DoD Staff elements, and other customers. Aided by a diverse workforce of civilian, military, and contract employees, OAA assists customers in a wide range of business activities around the world. OAA employees are dedicated to providing superior service and are steadfast in upholding Army values.

The strategic environment the Army faces is characterized by persistent conflict and change. Despite these challenges, OAA is pledged to providing superb service as part of the Army team, enabling the Secretariat and the Army Staff to support the warfighter. OAA's dedicated service and responsible management of resources validates the organization as a relevant and ready leader in these extraordinary times.

OAA is committed to achieving two strategic goals:

- **Provide Valued Service**
- **Enhance Our Workforce**

These goals fully support the President's Management Agenda and the Army's Strategic Imperatives.

OAA formed Strategic Enterprise Teams to work on nine objectives that support OAA's two strategic goals. These ongoing efforts are the key to OAA's ability to achieve Service and Workforce Excellence. OAA's Strategic Plan, as laid out in this brochure, provides the framework to sustain OAA's mission of providing outstanding products and services.

Strategic Goals:

Provide Valued Service & Enhance Our Workforce

OAA

...a relevant and ready leader

Relationship of Performance Measures and Strategy

Source: Army Business Transformation Knowledge Center

Service Excellence: OAA products and services are found throughout the Army, in the Department of Defense community, and beyond. OAA manages resources for Headquarters, Department of the Army; provides information technology services to the greater Pentagon community; and manages the Army's historical and heraldry programs. OAA also provides Army publishing and visual information services, records management, security and safety, and other support services.

Provide Valued Service

Provide timely and high-quality products and services valued by OAA customers and deliver those products and services as efficiently and effectively as possible.

Objectives:

- **Establish product and service baseline for OAA**
  Create an externally facing catalog with a detailed list of products and services provided by OAA.
- **Determine actual costs**
  Identify the direct and indirect costs of OAA products and services.
- **Develop a framework for assessing how efficiently and effectively we deliver our services**
  Streamline delivery of our services and ensure we are providing the products and services our customers need.
- **Develop methods to assess customer satisfaction**
  Develop a standard set of processes, tools, and analysis techniques to assess customer satisfaction with OAA products and services.
- **Improve awareness of and availability to OAA products and services**
  Develop a communication / outreach / information sharing capability for internal and external OAA customers.

"Today, our Army is the best led, best trained and best equipped Army the world has ever seen. Your job is to make sure we can still say that 20 years from now."

— The Honorable Pete Geren, Secretary of the Army

Workforce Excellence: OAA is a people-centric organization. The OAA management team cares about its people and uses collaboration, innovation, and team building to get the job done. Through this goal and its supporting objectives, OAA is committed to investing in the centerpiece of our present and future—OAA employees.

Enhance Our Workforce

Fully implement a Human Capital Strategy to build a mission-ready, highly effective, results-oriented workforce by attracting, retaining, motivating, training, and rewarding a high performing, top quality workforce.

Objectives:

- **Motivate, educate, and train employees to succeed in a changing environment**
  Identify key external / internal and technological changes, and utilize training and developmental assignment programs to strengthen the knowledge, skills, and abilities of the OAA workforce.
- **Maximize awards and recognition for employee performance, innovation, and service excellence**
  Develop and implement a timely, systematic, and comprehensive awards program that uses existing and OAA-unique awards.
- **Attract and retain a highly effective, results-oriented, performance-based, top quality workforce**
  Identify ways to attract and retain high-quality employees and strive to decrease the time it takes to hire new employees.
- **Create awareness and provide opportunities for improved employee well-being.**
  Identify ways to demonstrate how OAA cares about employee well-being, health, and quality of life.

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