



COMMANDER'S CALL TOPICS

NOTE: This product has embedded hyperlinks and is best viewed online.

3—7 July 2017

Priority Topic of the Week

2016 Where Airmen Get Information (WAGI) Survey Results

Communicating with Airmen

- Understanding the most effective ways to communicate with Airmen helps commanders across the Air Force. The Where Airmen Get Information Survey* of over 5,000 Total Force Airmen and related focus groups provides valuable information commanders should know regarding their Airmen.
- Their responses are important because they reflect the avenues Airmen use to find information and equally important...the ones they don't and why.

Where *DO* Airmen get their information?

- Airmen said unit-level email and chain of command (face-to-face) communication are the most effective. These are trusted sources.
- The most-used sources across the Total Force (TF) are the Air Force Portal, AF.mil and base/unit websites.
- The least used/effective information sources are Air Force social media (SM) and broadcast media.
- E-1 to E-4s cited face-to-face with supervisors/peers as main sources of information, often because they were unaware of where to locate the information they wanted.
- Officers and senior noncommissioned officers primarily use email and the Portal.
- Airmen prefer to receive policy changes from their chain of command or official email; outside sources are considered supplemental.
- More than half (51%) said the Air Force is effective at keeping them informed.
- Airmen said the Air Force most effectively communicates "Quality of Life" information and least effectively communicates personnel, benefits and career information which are most important to them.
- Career-related information and information impacting Airmen's daily life, such as unit events or recreation activities, are considered the most important.

Airmen and Social Media (SM)

- Airmen's use of Air Force-sponsored SM is low: 33% used Headquarters-level SM at least monthly; 35% used Air Force base- or unit-level SM at least monthly. Younger Airmen (18 – 24) use Air Force SM more regularly.
- Airmen most often said they were not interested in the content of Air Force-sponsored accounts. For base- and unit-level SM the reasons were similar: they were not interested in the content or preferred other sources.
- Airmen prefer official Air Force communications to be by non-SM channels; they also believe SM communications, especially for senior leaders, should be more personal, interactive and relevant to everyday Airmen concerns.
- Airmen noted they primarily use SM for staying in touch with friends and family and for base news.
- Nonetheless, Airmen's use of other (non-Air Force) SM continues to grow. When asked in 2015, 94% said they used SM at least monthly, and younger Airmen (18-34) used it the most often.

See page 2 for more information on the WAGI survey.

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| <p>2016 Where Airmen Get Information (WAGI) Survey Results (cont.)</p> | <p>Recommendations for Improved Communications</p> <ul style="list-style-type: none"> • Use leadership engagement and unit email as much as possible. • Emphasize information most important to Airmen. • Don't rely on one communication channel to be effective, use multiple channels. • Use official communications channels, such as AF.mil or base/unit websites. • Increase efforts to reach Airmen who rate communication effectiveness lower, such as 2Lts-Capts, SSGts and TSgts, officer and enlisted aircrew, enlisted maintainers, and overseas Airmen. • Connect with public affairs/personnel offices for additional local information. • Use SAF/PA's weekly Commander's Call Topics on the Air Force Portal to provide the most-current information on subjects important to Airmen. • For information on the WAGI survey, visit Telling the Air Force Story. <p><i>* The Where Airmen Get Information Survey was conducted in 2016; updates to the info included here will be made in 2017.</i></p> |
| <p>Personnel Topics of Interest</p> | <ul style="list-style-type: none"> • Career skills programs prepare Airmen for post-military employment (AF.MIL) • AETC announces changes to Developmental Special Duty Assignments (AF.MIL) • Tuition Assistance available for Civil Service PhD candidates (AF.MIL) • Blended Retirement System information (DOD) |
| <p>Other Topics of Interest</p> | <ul style="list-style-type: none"> • AF Sports seek softball players for training camps and championships (AF.MIL) • Medically separated Airmen disability rating review (AF.MIL) • Squadrons, MAJCOMs join forces in revitalization initiative (AF.MIL) • For videos, graphics, events and news about the Air Force 70th Birthday, go to www.af.mil/70 |
| <p>July Observances</p> | <ul style="list-style-type: none"> • Independence Day (SAF/PA) |
| <p>Commander's Call Topic Archive: http://www.af.mil/AboutUs/CommandersCallTopics.aspx</p> <p>Commander's Call Topics is published weekly by SAF/PA to ensure leaders at all levels remain current on issues concerning Airmen and families. Requests for information to be included in future editions should be sent to SAF/PAX via email.</p> <p>Submissions should include:</p> <ol style="list-style-type: none"> 1) 1-2 sentence synopsis of the issue 2) hyperlink to further details 3) a POC name and contact information. <p>*Only submissions pertaining to the majority of Airmen or specifically to command leadership teams will be considered. Local or limited-interest items will not be included.</p> | |