

Family and MWR The Customer's First Choice!

The primary goals of the workforce for the next five years and beyond will be customer focus, maximizing resources with fiscal constraints, teamwork and cohesion and improving communication while continuously focusing on delivering the services and programs our customer want. By meeting and exceeding our customer's needs and expectations, we will be our customer's first choice. These goals will not be accomplished without the buy-in and hard work of the entire DFMWR team, innovation and improvement, and of course support and emphasis from

DFMWR Leadership



Family and Morale, Welfare, and Recreation

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Fort Bragg, Family and Morale, Welfare, and Recreation The Customer's First Choice!

FY 13—17 Fort Bragg Family and MWR Five Year Strategic Plan “Take Aways”



www.fortbraggmwr.com

Family and MWR The Customer's First Choice!

Mission:

Provide a Full spectrum of Quality of Life Programs and Services of the highest standard possible to the military community.

Vision:

Family and MWR—The Customer's First Choice!

Values:

Loyalty: Bear true faith and allegiance to the U.S. Constitution, the Army and the Fort Bragg community team.

Duty: Fulfill your obligations.

Respect: Treat people as they should be treated.

Selfless Service: Put the welfare of the nation, the Army and your subordinates before your own.

Honor: Live up to all the Army values.

Integrity: Do what's right, legally and morally. Be responsible for those resources given to you in public trust; it is your duty to improve them for generations to come.

Personal Courage: Face fear, danger or adversity (physical or moral).

Goals and Objectives

1. Customer Focus



1.1 Increase overall Customer Participation by 5% based on actual participation over the previous fiscal year.

1.2 Maintain a 90% satisfaction rating on ICE, a 90% 3 day response rate on ICE , and a minimum of 800 ICE Cards submitted on a weekly basis in DFMWR.

1.3 Increase revenue by 5% each year.

2. Maximize Resources with Fiscal Constraints



2.1 Develop innovative processes to maximize our resources.

2.2 Achieve 90% accountability of required training and education for workforce development each year.

2.3 Meet/Exceed NIBD benchmarks across CAT C programs and meet CLS program execution requirements in CAT A & CAT B programs and facilities.

3. Teamwork and Cohesion



3.1 Standardize one process per quarter.

3.2 Develop a mentorship program between management

and team members by the end of FY 13.

3.3 Evaluate and restructure the employee recognition program.

4. Improve Communication



4.1 Increase customer reach by 5% through marketing and advertising efforts.

4.2/3 Update, expand and implement the usage of the MWR Smart Book on an electronic tool box. Include the hardware purchase/solution for the implementation of the electronic Smart Book.

Service Standards

1. Provide a Prompt and Friendly Greeting.

2. Treat ALL Customers with Courtesy, Fairness, and Respect

3. Provide Timely Service—Deliver “On-Time” and “Right” the First Time.