Environmental Scanning & Anticipatory Delivery of Info

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Meet the Authors

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MITRE: Established to Serve the Public Interest

established 1958
not-for-profit
conflict-free environment

Part of the ecosystem of federal research centers

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Today We Operate Seven FFRDCs

Our customers benefit from our breadth of experience

- Homeland Security Systems Engineering and Development Institute
- Judiciary Engineering and Modernization Center
- CMS Alliance to Modernize Healthcare
- National Cybersecurity FFRDC
- National Security Engineering Center
- Center for Advanced Aviation System Development
- Center for Enterprise Modernization
Our Employees

7,300 employees

67% advanced degrees

25 average years experience

12 years average tenure

Our employees have a passion for public service
Information Services: Established to provide access, analysis, answers

Bedford, MA
McLean, VA
locations

20 plus
department employees

88%
advanced degrees

12
years average tenure

Center for Information & Technology (CI&T)

Knowledge, Information & Collaboration Solutions (KICS)

Information Services

Part of MITRE’s Knowledge Driven Enterprise
### Four Service Portfolios

The resources we provide MITRE range from self-service solutions to custom products tailored to specific requirements.

| InfoDesk Services          | • Quick Research  
|                           | • Document Delivery  
|                           | • Inter-Library Loan  
|                           | • Print Journals  
|                           | • Collaboration Space  
|                           | • 3D Printer Space  
| Information Resources      | • Digital Libraries  
|                           | • Discover Digital Library Search Tool  
|                           | • Negotiation of Licenses  
| Custom Research            | • Database & Open Source Searching  
|                           | • Customized News Products  
|                           | • Synthesis and Analysis  
|                           | • Environmental Scans  
|                           | • Special Initiatives  
| Knowledge Stewardship      | • Organization of Content  
|                           | • Improved Findability of Information  
|                           | • Stewardship of Sites  

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### Background

<table>
<thead>
<tr>
<th>Year</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>MITRE sought to baseline each of its Sponsor’s business environments with the goal of advancing customer engagement. This was part of an initiative to strengthen MITRE’s ability to deliver on the unique value of Federally Funded Research and Development Centers (FFRDCs). Information Services launched an Environmental Scanning Service to contribute to the information pictures of Sponsor business environments.</td>
</tr>
<tr>
<td>2013</td>
<td>Information Services is taking environmental scanning a step further by experimenting with pushing content to staff at just the right time, when they need it, to make decisions.</td>
</tr>
</tbody>
</table>
Layers of Information Delivery

- **Alerts**
  - vital, business critical information

- **Newsletters**
  - ongoing current awareness

- **Environmental Scans**
  - snapshot in time
What is an Environmental Scan?

An environmental scan is a tool for gathering information from differing viewpoints to gain a deeper understanding of a topic or environment.

It provides a baseline - a snapshot in time - of a business environment and identifies factors which influence the future of that environment.

The scan examines political, operational, economic, and technological (POET) trends.
Environmental Scanning Service

The first step is to identify resources and determine the information that needs to be gathered.

Examples include:
✓ mission & organizational structure
✓ strategic outcomes
✓ budget & economic factors
✓ political, legal & regulatory trends
✓ technology

Information is synthesized, organized and analyzed to develop the required information picture.
Layers of Delivery of Information

- **Alerts**
  *vital, business critical information*

- **Newsletters**
  *ongoing current awareness*

- **Environmental Scans**
  *snapshot in time*
Ongoing Current Awareness

- Aligned to MITRE’s FFRDCs, work programs, and topics of interest
- Distributed across the organization as a means of helping staff stay up to date
- Delivered via email, listserv, RSS/Intranet feed, and display screens
# Newsletter Service to MITRE

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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<tbody>
<tr>
<td>1</td>
<td>Platform</td>
</tr>
<tr>
<td>12</td>
<td>Editors</td>
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<tr>
<td>30+</td>
<td>Current Awareness Products</td>
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<tr>
<td>4</td>
<td>Average Hours per Product</td>
</tr>
<tr>
<td>566</td>
<td>Hours per Month</td>
</tr>
<tr>
<td>1698</td>
<td>Hours per Quarter</td>
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</table>

Newsletters provide a layer of ongoing current awareness valued across MITRE.

However they are:
- Labor intensive
- Time intensive
- Not immediate

Finding efficiencies in the development process will allow for the delivery of **vital** information at just the right time.
Layers of Delivery of Information

- **Alerts**
  - vital, business critical information

- **Newsletters**
  - ongoing current awareness

- **Environmental Scans**
  - snapshot in time
Alerts for Sharing External Information

**Purpose:** Deliver “need to know” external information to users, at the right time in a convenient, timely, and easy to digest manner.

**Content Type:**
- ✓ Budget
- ✓ Legislation
- ✓ Government Reports & Mandates
- ✓ People & Organizational Changes
- ✓ Federal Business Opportunities
- ✓ News

**Sharing Model:**
- ➢ Valuable Information
- ➢ Actionable
- ➢ Timely
- ➢ Personalized
- ➢ Easily accessible
Alerts for Sharing External Information
Pilot Plan: Stage 1

Stage 1: Information Gathering
- Solicited input on content types and garnered support for pilot
- Documented current information collection, analysis, and sharing processes for benchmarking

- Engagement with Customers Requires Time and Patience
  - What’s in it for them?
  - What is required?

- Buy-in from Analysts Requires Transparency
  - Why are we doing this and what are we hoping to accomplish?
  - Who is involved?
  - What is my role?
Alerts for Sharing External Information
Pilot Plan: Stage 2

**Phase 1 - Email Delivery**
- Participants engaged
- Pilot began
- Track delivery of all alerts for content and frequency
- Measure value: Is information delivered truly “need to know now”?

**Phase 2 - Intranet Delivery**
- Delivery to homepage using RSS feed
- Email alerts continue

- **Clearly Labeled All Communication**
  - Subject & tag lines

- **Monitor & Record**
  - Voting buttons
  - Solicit feedback
  - Take advantage of touch points
Alerts for Sharing External Information
Pilot Plan: Stage 3

Stage 3: Feedback & Recommendations
✓ Solicit input from pilot participants
✓ Make recommendations; plan for FY17

- Feedback Essential
- Engage Direct Contacts
- Give Options
  - Survey
  - Email
  - Phone calls
- Follow Up
Alerts: **Content & Delivery**

- **Alerts:** An immediate, proactive push of timely information
  - Tier 1: Good to Know
  - Tier 2: Critical to our Work

- **Content**
  - Based on Analysts’ relationships with their Customers
  - Analysts’ use of tools available to them

Two-way communication is essential to understanding what information is important
Alerts: **Content & Delivery**

- **Content: What is the value add you are providing?**
  - Highlights
  - Analyses
  - Summaries
  - Call outs
  - Links

![Image of text with highlights]

*Must add value*
Alerts: **Content & Delivery**

- News alert for one Customer does not have correct content
- Open Discussion with Customer
  - Changed topic of alert from news to information about congressional hearings.

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Be flexible and listen
Alerts: Content & Delivery

- **Delivery**
  - Email
  - Intranet homepage (Gadget/RSS)

- Understand what the value is and how Customers are accessing the information
  - Mobile: staff at sites, on the go, traveling

Keep it simple
Maintain value adds
What’s Next?

- Expanding the service
  - Understanding needs, scoping work
- Connecting the dots
  - What we see across alerts
Questions?

It’s the spirit of evolution and foresight that allows InfoServices to adapt to the changing needs of MITRE staff and fulfill our mission to serve our Customers.