

PERSONNEL AND
READINESSOFFICE OF THE UNDER SECRETARY OF DEFENSE
4000 DEFENSE PENTAGON
WASHINGTON, D.C. 20301-4000

JUN 22 2010

MEMORANDUM FOR: SEE DISTRIBUTION

SUBJECT: Department of Defense Employee Satisfaction and Engagement Marketing Campaign

Earlier this year, the Deputy Secretary of Defense announced a Department-wide initiative to improve employee wellness, satisfaction and engagement, and asked your support as it was implemented. This initiative is in response to the President and Office of Management and Budget's program, as well as our desire to keep the Department a model employer.

A Component workgroup was established to focus on increasing employee satisfaction and engagement. The workgroup has developed an Employee Satisfaction and Engagement marketing campaign that will span throughout the year and provide different monthly themes and tools to assist DoD leaders in creating a more engaged and satisfied DoD-workforce. The campaign will begin in July 2010 with materials available for download at www.cpms.osd.mil/worklife. I ask that you download and utilize this information, display the marketing materials throughout your organizations and encourage your leaders to set personal goals to improve their employee satisfaction and engagement in 2010.

Promoting and supporting employee satisfaction and engagement demonstrates the regard we place on our workforce and allows more efficient and effective mission operations. I am counting on you to help our organizations create and sustain an environment of satisfaction and engagement throughout the Department.

A handwritten signature in black ink, appearing to read "Marilee Fitzgerald", written in a cursive style.

Marilee Fitzgerald
Acting Deputy Under Secretary
Civilian Personnel Policy

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