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CHIPS Online Readers Cumulative March - July 2003

Mil Domains	104,698
Gov Domains	4,620
Edu Domains	11,618
*Other	231,534

**Other domains include dot-coms, net, biz, org and info. Defense industry partners are a large percentage of this category.*



Transformation TechNet - May 2003. Vice Adm. Richard W. Mayo, Commander, Naval Network Warfare Command, talking with Lt. Mark Preissler, who was representing the Information Professional (IP) Officer Community and exhibiting CHIPS in the NETWARCOM exhibit, as well as fielding questions on NETWARCOM and other topics.

Editor's Notebook

This issue, I want to share some information with you — about you. There is no better way to find out what people want than by meeting them face-to-face and asking them — so we did. We participated in a sampling of DON and DoD IT conferences across the country and asked you questions about your preferences for CHIPS — online and in hardcopy. What we found is that the CHIPS online reader is goal-oriented, interested in factual information that is easy to retrieve and manipulate. We also found that a great number of readers, who are supervisors or project leaders use CHIPS articles for team training.

Acting on this information, we redesigned the CHIPS Web site with a cleaner look to include both html and PDF versions of articles for flexibility. We only use graphics that are relevant to the topic to reduce loading time and bandwidth. With the help of Tony Virata, DON IT Umbrella Program Webmaster, we added a Search Utility and Author Index. Tony also completely redesigned the online subscriber capability and database system. All we had to do was tell Tony what we needed and he made it happen. Visit the CHIPS Web site www.chips.navy.mil and see what's new.

In the hardcopy edition, readers told us that they like lots of color and graphic illustrations, articles from top DoD and DON leadership regarding new programs and technology, and project management and process improvement topics. So each issue includes articles or interviews with top leadership, program managers and IT innovators — and articles from the DON CIO and the DON IT Umbrella Program — our key stakeholders.

At the TechNet Washington, D.C., conference, CHIPS had double exposure. We found the new Information Professional (IP) Officer Community exhibiting CHIPS in partnership with the DON CIO. At Transformation TechNet in Virginia Beach, Va., we partnered with the Naval Network Warfare Command (NETWARCOM) to exhibit and distribute CHIPS.

In a five-month period (March - July 2003) the CHIPS Web site had over 352,470 readers. Online readership from mil, gov and edu domains was 120,936. The remaining readers are from dot-coms, net, biz, info and org domains, and include many of our industry partners. On average we print and mail between 35,000 to 40,000 hardcopies for each edition.

Thank you to the DON CIO, NETWARCOM and the IP Officer Community for exhibiting CHIPS — and to you our readers for sharing your comments and suggestions. We always enjoy hearing from you so please send comments and suggestions to chips@spawar.navy.mil.

Sharon Anderson