



CHIEF ATTORNEY &
LEGAL SERVICES

REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
OFFICE OF THE ADMINISTRATIVE ASSISTANT TO THE SECRETARY
9301 CHAPEK ROAD
FORT BELVOIR, VA 22060-5527

14 March 2014

Dave Maass
Electronic Freedom Foundation
815 Eddy St.
San Francisco, CA 94109

Dear Mr. Maass:

This is in response to your Freedom of Information Act (FOIA) request for documents concerning Sgt. Star, the virtual human guide associated with GoArmy.com. We assigned your request our office tracking number FA-14-0166.

Below are the U.S. Army Marketing and Research Group response to the requested information:

Inquiry 1: The current input patterns and scripted output answers for Sgt. Star as of the date this request is received or processed by the government. In addition, we would like previous input patterns and scripted output answers that were in effect on July 1, 2007, January 1, 2008, January 1, 2009, January 1, 2010, January 1, 2011, January 1, 2012 and January 1, 2013

Response: Currently over 840 output answers exist, which are provided as attachment "ATTACHMENT_1_SGT_STAR_ANSWERS_Current.XLSX". This collection is the current running content that appears on the site and represents a "living body" of content that reflects the additions and updates to answers that have evolved since the introduction of the Sgt. Star feature.

The input patterns are proprietary to the software interface and currently cannot be released. Proprietary information will be address as part of inquiry three of you request.

Inquiry 2: The current user manual(s) for Sgt. Star, including any policies or guidelines on logging of conversations, IP addresses, or any other data associated with Sgt. Star's interactions with the public.

Response: There are no user manuals specific to SGT STAR. All policy information can be found on our goarmy.com website.

Inquiry 3: All contracts and memorandums of agreement currently in effect regarding Sgt. Star?

Response 3: The Army does have an electronic copy of the contract for Sgt. Star. The contracts documents are under the purview of the U.S. Army Missions and Installations Contracting Command. We have referred this portion of your request to their office for direct response to you. Their FOIA control number is FA-14-0118. You can contact them via email at http://www.micc.army.mil/usarmy.jbsa.acc-micc.mbx.foia@mail.mil or by regular mail at:

U. S. Army Mission and Installation Contracting Command
Office of Counsel – FOIA Officer
2219 Infantry Post Road
Fort Sam Houston, Texas 78234-1361

Inquiry 4: All annual and quarterly reports and audits of Sgt. Star, including recruitment reports with sections summarizing Sgt. Star's efficacy, from the years 2007-2013?

Response 4: Sgt. Star usage data can be provided from mid 2008 to present, it is provided as attachment "ATTACHMENT_1_SGT_STAR_USAGE_DATA.XLSX".

Inquiry 5: All analytical data already collected concerning Sgt. Star's use and efficacy, including, but not limited to, number of conversations, duration of conversations, location of users, number of referrals, number of conversations that resulted in direct communication with a recruiter and/or recruitment and estimated manpower saved?

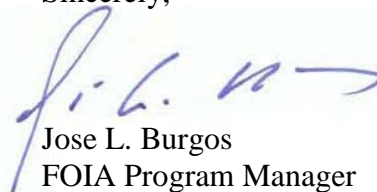
Response 5: The usage reports can be provided from mid 2008 to present, and is attached as "ATTACHMENT_2_SGT_STAR_USAGE_DATA.XLSX". Sgt. Star does not track persistent cookies, therefore the number of conversations, duration of conversations, and location of users is not available. In terms of efficacy and usage: Sgt. Star provides relevant answers to 93% of the questions entered; and the volume of questions he answers in a year are equivalent to the number of questions that 55 live operators could handle.

Inquiry 6: Any privacy policies associated with Sgt. Star beyond what is already published on the web exist?

Response 6: No, the privacy policy and user agreement on goarmy.com cover Sgt. Star.

If you have questions or concerns regarding your FOIA request, please contact me at (703) 545-9139 or jose.l.burgosperez.civ@mail.mil. In all correspondence please refer to FOIA number FA-14-0166.

Sincerely,



Jose L. Burgos
FOIA Program Manager