

Do you know about LAUNCH?

This past summer, AFIMSC activated LAUNCH. It's a comprehensive, interactive capabilities library that serves as a portal for customers to learn about AFIMSC products and services, better understand the Center's organizational construct and missions, and find contact information for mission areas. LAUNCH was developed to help the AFIMSC team better connect and collaborate with Air Force and Space Force customers.

Through the "Our Services" tab, LAUNCH directs users via "easy buttons" to help navigate AFIMSC's many portfolios and lines of effort. The site also serves as AFIMSC's Operating Instruction and is the authoritative source for how AFIMSC conducts business.



The LAUNCH homepage has five tabs that categorize AFIMSC mission information: Our Organization, Our Services, #IAMIMSC Team, Key Processes and Our Strategy. While still a work in progress, the portal will eventually connect customers to sub-organization SharePoint sites and webpages that provide the most updated and relevant information. Those are the focus areas for further development of the site in 2021. Here's a summary of the information each tab provides:

- **Our Organization** displays the AFIMSC organization chart with links into each sub-organization to help customers better understand the organization construct and lines of authority.
- **Our Services** navigates customers via easy buttons to many of AFIMSC's services that may be otherwise complicated to find in the organization.
- **#IAMIMSC Team** showcases missions, people and accomplishments to highlight AFIMSC contributions to Air Force and Space Force operations.
- **Key Processes** communicates high-level business processes that optimize the organization and support mission delivery.
- **Our Strategy** provides the roadmap that synchronizes strategic goals and objectives to focus the AFIMSC team on Increasing Lethality and Readiness, Strengthening Airmen and Families, and Pursuing Organizational Excellence in support of Air Force Materiel Command and Air Force priorities.

To access LAUNCH, visit: <https://go.usa.gov/x7KFT>.