



Strategic Priorities Information Paper

Line of Effort 3, Goal 3:

Improve Strategic Communication and Branding

Goal leader: Mike Briggs, Chief of Public Affairs

Goal Description: The Improve Strategic Communication and Branding goal aims to better connect the AFIMSC team with each other and with our customers. We're still a young organization that's less than four years removed from achieving Full Operational Capability and we still have much to do to raise mission awareness among our geographically separated teammates. At the same time, many of our installation and mission support customers and stakeholders at HQ Air Force and HQ Space Force, Air Force major commands, and more than 70 installations

What are your objectives?

Our objectives are to develop, field and mature an AFIMSC brand. We've developed and fielded the brand with new artwork, logo, bug and other items, and now we're determining what's needed to mature it and ingrain it across the AFIMSC enterprise. We also established an Advocacy Team, what we call the A-Team, with representatives from throughout AFIMSC to support branding and strat comm activities. A-Team members will serve as ambassadors of the HQ and PA efforts to better connect our team through strat comm, strategy and morale activities. We currently have about 40 A-Team members and are recruiting more members from areas of the enterprise that are not yet represented. In the area of communicating with external customers, we're going to support existing communication efforts underway and any new ones in the future by establishing quarterly talking point packages that target timely information we want our customers to know, such as when we'll make initial funding distribution, changes in Services programs, combined tasking order release, etc. In addition to these timely talking points, we're also creating messaging packets to communicate mission and program information internally and externally. Finally, as we get the AFMC strat comm plan, we'll sync like efforts so that we're aligned with our higher headquarters.

Why is improving strat comm and branding important to AFIMSC?

We are a young organization – a toddler as Maj. Gen. Wilcox refers to us – and while we've established ourselves in a very short time as the most integral I&MS function in the Air Force, we have not codified and executed consistent strategic communication like more mature organizations such as MAJCOMs do. This is our process for doing that and being persistent and consistent in our strategic communication planning and execution.

How does your goal support AFMC, Air Force and National Defense Priorities?

Our ability to tell our story internally and externally informs and educates our team, customers and the American public about our role in national defense. We seek to include messages in all our communication that highlights how we're increasing lethality and readiness, taking care of

Airmen and families, and striving for team excellence and innovation. Those topics let everyone know we play a critical role in delivering command, Air Force and national defense priorities.

How are you measuring success?

We're establishing some short surveys and other tools that will help us gather point-in-time feedback so we can see how our efforts are changing awareness and behaviors in our targeted audiences as we execute information campaigns. Other measures include having our products picked up by Air Force and external websites, growing our social media audience, and using web analytics to understand where we're doing well and what we need to improve. The ability to win hearts and minds through strategic communication programs is challenging to measure, but we're pursuing all opportunities to do that.

Is there anything you would like to add?

I encourage our teammates to stay informed by getting connected to our many communication platforms:

- Public website: www.afimsc.af.mil
- Facebook page: www.facebook.com/AirForceIMSC
- DVIDS page: <https://www.dvidshub.net/unit/AFIMSC>
- SharePoint page: <https://org2.eis.af.mil/sites/13948/SitePages/Home.aspx>

