

## BULLET BACKGROUND PAPER

ON

### THE NEW AIR UNIVERSITY

#### PURPOSE

The purpose of this bullet background paper is to address one of Lt Gen Steven L. Kwast's priorities to create and maintain partnership networks. In response to Lt Gen Kwast's call to action, Think Tank 15-C recommends connecting Air University students internally, externally pushing Air University products throughout a world-wide network, pulling industry and Alumni partners for presentations and creating a robust Air University marketing strategy.

#### DISCUSSION

- Recommend connecting Air University (AU) internally
  - Integrate existing Air University (AU) centers
    - Develop an AU orientation for students in AU to expose them to valuable resources already within AU
    - Establish fellowships across AU centers to enhance learning
    - Share AU instructors across AU centers to maximize expertise exposure
  - Generate real-time and archived videoconferencing discussions
    - Institute monthly faculty Defense Connect Online presentations rotating AU centers
    - Archive presentations for wider AF dissemination
- Push AU products
  - Produce Massive Open Online Courses (MOOCs)
    - Establish an AU Distance Learning team
    - Many existing courses can be easily adapted into MOOCs
    - Advertise MOOCs at base Education Centers
  - Establish partnerships with local, national and international universities
  - Publish AU research and articles in scientific peer-reviewed journals

- Pull industry into AU
  - Create fellowships for industry to come research at AU
  - Open invitations for tours, talks and projects to industry, authors, CEOs, alumni, etc.
- Robust AU marketing
  - Establish a dedicated AU Marketing Department
  - Embed marketing points of contact in each AU center
  - Enrich the AU Alumni Association outreach
  - Enhance AU's Speaker's Bureau
  - Engage popular media
  - Redesign AU's website to better engage users, educate others on the noteworthy accomplishments and activities of AU
  - Boost social media training and use

## SUMMARY

One of Lt Gen Kwast's priorities is to create and maintain partnership networks. In order to meet this call to action, Think Tank 15-C recommends connecting Air University students internally, externally pushing Air University products throughout a world-wide network, pulling industry and Alumni partners for presentations and creating a robust Air University marketing strategy.