



THE AIR UNIVERSITY



The New Air University

SOS Class 15C Think Tank

29 March 2015



Overview



- Problem Deconstructed
- Connect
- Push / Pull
- Marketing
- Action Items
- End State



Problem Deconstructed



Lt Gen Kwast, Commander of Air University, recently stated that one of his top five priorities is to "**enhance outreach** within Air University as well as across the Air Force and beyond. In addition to **improving relations** with local communities, this priority addresses the need to **create partnerships** between the University and others across **academia, the sister Services and DoD, the interagency environment, industry and even across international boundaries.**"

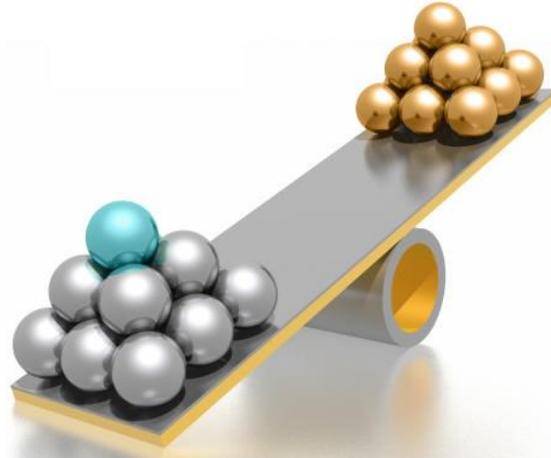
In the spirit of **developing tomorrow's leaders**, how should Squadron Officer School and Air University begin to take action on Lt Gen Kwast's intent of **creating and maintaining a partnership network**? What lines of operation would you propose, with **whom, and why**?



Problem Deconstructed



Problem

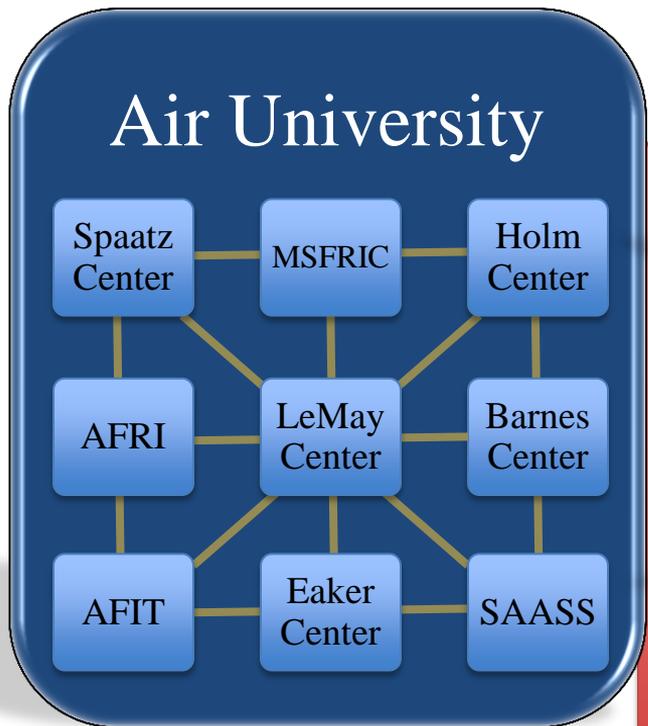


Leveraging Resources

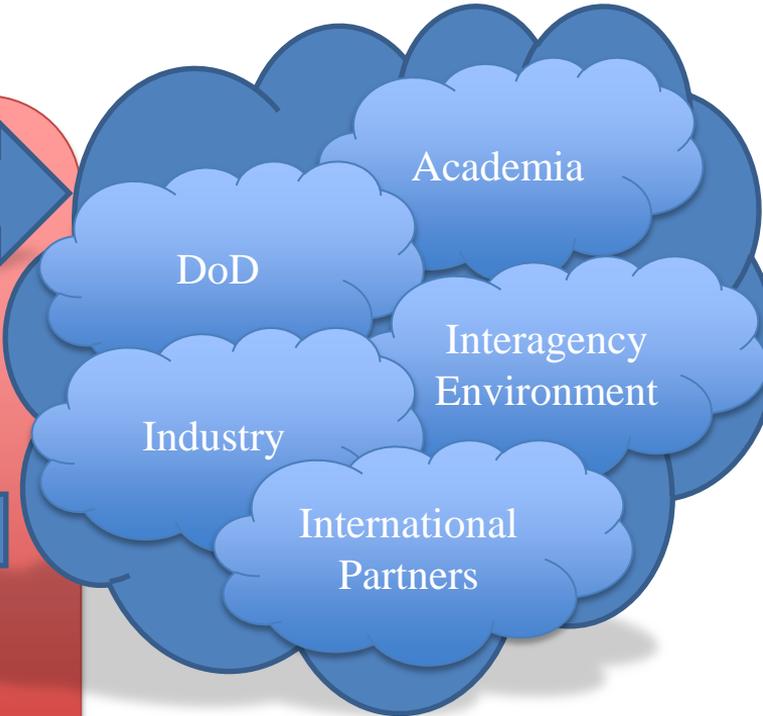
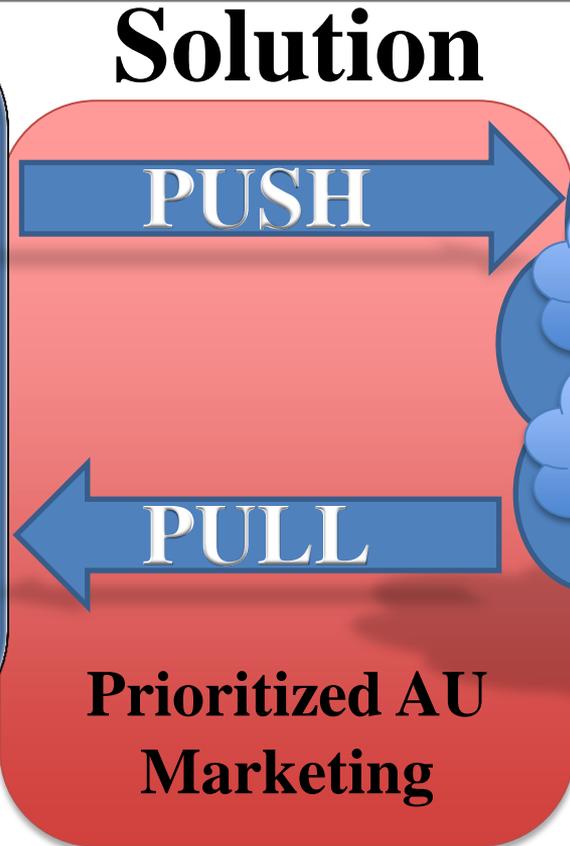




Problem Deconstructed



Connect Within





Connect



AU Internal Connectivity

- Better integration of existing AU centers
 - Increase AU orientation
 - Think Tank elective across centers
 - Fellowships across centers



Connect

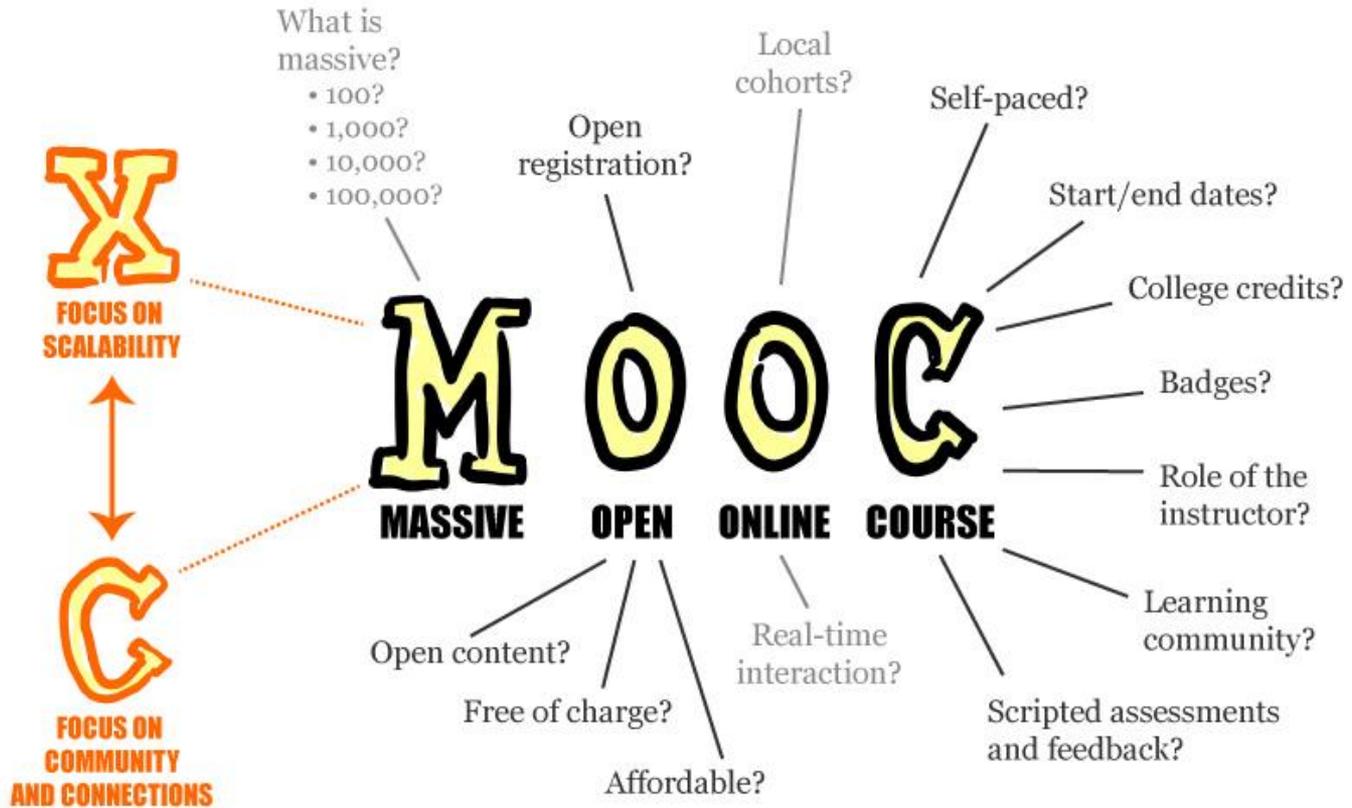


AU Internal/External Connectivity

- Real-time/archive videoconferencing discussions
 - Monthly faculty talks using Defense Connect Online
 - Responsibility for content/presenter rotates amongst centers
 - Select topics advertised to wider AF, DoD, industry, academia



Push





Push



Providing world-class transformative teaching and learning through modular, mobile, and massive PME courseware offering built-in analytics, web-video conferencing, and immersive 3D learning simulations on the Cloud.

The screenshot shows a web browser window at `edx.3dcampus-edupak.com`. The page title is "Dashboard | 3DCampus edX".

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- Staff member: **Spinoza Quinnell**
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DemoX edX Demonstration Course
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Push



"air university" -.pk -islamab "Air Force Research Institute" "air force institute of technology"



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Cited by 2723
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statistics



Mark E. Oxley
Professor of Mathematics, Air Force Institute of Technology
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Cited by 1926
Applied Mathematics Differential Equations Functional Analysis Signal Processing



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Air Force Institute of Technology
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Push



AUBURN UNIVERSITY Cyber Initiative
Office of the Vice President for Research and Economic Development

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- ▶ SOG-06
- ▶ Capabilities
- ▶ OSINT Activity
- ▶ Partners
- ▶ Support the OSINT Lab

OSINT Lab on Social Media  

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OSINT Lab on Social Media  



Auburn University Open Source Intelligence Laboratory (SOG-06)

Partnerships

The Auburn University OSINT laboratory has a number of strategic partners including:

Our Academic Partners



THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON DC



THE UNIVERSITY of MISSISSIPPI



Our Government Partners



OAK RIDGE
National Laboratory



Our Business Partners



RADIANCE TECHNOLOGIES



ISS

If you are interested in learning more about partnering with the Open Source Intelligence Lab at Auburn University, please provide your contact information below.

* indicates required field

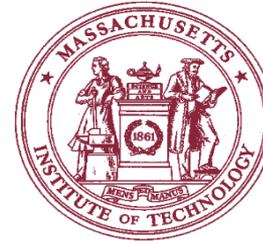
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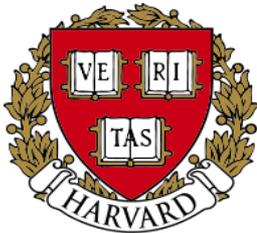
Push/Pull



Google



S





Pull



Open Doors

- Remove and reduce red tape
- Increase fellowships and research opportunities
- Invitations to organizational partners for tours/talks/projects
- Invitations to individual CEOs/Authors/highly placed alumni



Marketing



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Includes brochures, newsletters, invitations and other materials.



Request TCNJ Graphics

TCNJ official graphic identity marks for print and web.



Order Stationery

Includes business cards, letterhead and duplicating.



Pitch a News Story

Explore opportunities to generate earned media coverage.



Send Mass Email

Learn about guidelines and best practices for sending mass emails.



Request Multimedia

Inquire about arranging new photography or video projects.



Create a Website

Create or redesign your website using WordPress and other tools.



Use Social Media

Learn best practices for participating in social media.



Graphic Identity

Established standards govern the use of TCNJ's visual identity.



Marketing



make predictions about the technology trends of 2015.

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bing.com/news



Mercersburg Academy hosts international students for **annual symposium**

[Public Opinion](#) · 3 days ago

The students, mostly 10th graders, are at the private boarding school for the Student **Leadership Symposium 2015: Renewable Energy**. Each year, Mercersburg...

APSU to host 5th **Annual Young Women's Leadership Symposium** April 10th

[Clarksville Online](#) · 3 days ago

The Second **Annual Infinity Rehab Continuing Education Symposium** for Therapists Takes Place on April 11th in Denver, Colorado

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The Annual Educational Leadership Symposium | College of ...

www.ced.csulb.edu ▾ Groups ▾ Educational **Leadership Department** ▾

The **Educational Leadership Program** at **California State University, Long Beach** hosts the **Annual Symposium on Educational Leadership**—Practice, Policy, and ...

Leadership Symposium | asuc-aux

lead.berkeley.edu/leadership/symposium ▾

Leadership Home; Bowles and Stern Mentorship Program; Cal Facilitation; **Leadership Symposium**; Project GOLD; Cadet **Leadership Conference**; Ropes Course; Survivor ...

Related searches

- National **Leadership Symposium**
- Women in **Leadership Symposium**
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MAY 6, 2015

Your Harvard: Chicago

CHICAGO, IL, UNITED STATES

Join us for Your Harvard: Chicago on Wednesday, May 6, for a festive evening in celebration of the Harvard community in the Chicago area.



APR 14, 2015

Harvard Alumni Night at the Observatory

CAMBRIDGE, MA, UNITED STATES

Please join us for the First Annual Harvard Alumni Night at the Observatory!



APR 1, 2015 - APR 30, 2015

Global Month of Service

For nearly a decade, the HAA's Global Month of Service has been the centerpiece of the opportunities the HAA and its affiliated alumni organizations create for Harvard alumni to become more involved with public service and social engagement throughout the year.



Marketing



Stanford University Web People Search web or people

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Big Steps on a Small Scale
Stanford engineers are developing nanoscale materials that will transform energy, biology and computer research.

Top Stories

Beyond silicon
A new Stanford manufacturing process could yield better solar cells and faster computer chips.

Moral taint
Stanford research shows that unethical bosses damage the reputation of subordinates.

Identity threat
Disrespect based on race or gender may cause anti-social behavior, say Stanford researchers.

MORE HEADLINES

- > Stanford offers admission to 2,144 students, expands financial aid program
- > Economists ask: Do banks really learn from repeat borrowers?
- > Global collaboration leads to discovery of insulin-resistance mutation

MORE NEWS

2 DAYS AGO @Stanford @StanfordWBB (26-9) meets Notre Dame (33-2) in the Sweet 16 tonight. Watch the game on @espn: stanford.io/1N1je9w pic.twitter.com/dlyChcspgG

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Strategic Priorities

Events >>View More

Mon 30 Mar	Spring Quarter Begins
Thu 2 Apr	New Spouse Orientation
Tue 7 Apr	CRUSER TechCon 2015
Thu 9 Apr	Robots in the Roses
Fri 10 Apr	Sexual Assault Awareness Run
Fri 10 Apr	Energy for the Warfighter

University News >>View More

Students Use Design Thinking to Forecast Future of Civil Affairs

Naval Turns to NPS to Educate Naval Strategists

Faculty Showcase >>View More

NPS Faculty Battle Extreme Environments to Further AUW Research

NPS Information Technology Leads Successful EDU Accreditation



Marketing



Mark A Welsh III @GenMarkWelsh · Mar 17
 Getting ready to testify at House Armed Services Committee. Watch live at armedservices.house.gov/index.cfm/hear...

Mark A Welsh III @GenMarkWelsh · Mar 11
 Brain injury awareness month. #traumaticbraininjury is often called invisible wound of war, but can happen anywhere. 1.usa.gov/1xdgR00

Mark A Welsh III retweeted
PACAF @PACAF · Mar 5
 #picoftheday #Airmen clear mock runway for joint airfield contingency exercise with #Marines @KadenaAirBase #PACAF



View more photos and videos

Steven L Kwast @GenStevenKwast · Mar 13
 Getting ready to talk about leadership with 600+ Air Force Capts & Intl. Officers. Watch live at <http://au.af.mil/livevideo/index.cfm/hear...>

Steven L Kwast @GenStevenKwast · Mar 13
 Don't forget to join us for the next monthly talk from AU: Integrated Learning Environments and MOOCs Watch live on the AU YouTube channel: <https://youtu.be/lSifSGlsdkL>



he amazing Airmen who make up
 was no different. One of the...

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ABOUT

- This is the official FB page for 20th U.S. Air Force Chief of Staff Gen. Mark A. Welsh III. This page is a team effort. Posts by me are signed "r/mark."
- <http://www.af.mil/information/csaf/index.asp>

Suggest Edits

his efforts to save the lives of two injured helicopter pilots in Afghanistan. What an honor it was to share the stage with him today!





Actions Items



1. Establish marketing department to CONNECT-PUSH-PULL
 - a. Get a pulse on AU activities
 - b. Establish representatives in each center
 - c. Build social media infrastructure
2. Rebuild the AU website IAW current academia/military standard
 - a. Common university calendar maintained and posted online
 - b. Work with marketing for splash page content
3. Continue work on SOC edX/MOOCs
4. Establish monthly talks
5. Reach out to and leverage AU alumni



End State



FORGE STRATEGIC PARTNERSHIPS



Conclusion



- Problem Deconstructed
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Questions

