



U.S. ARMY COMMUNICATIONS-ELECTRONICS COMMAND

6002 COMBAT DRIVE
ABERDEEN PROVING GROUND, MD 21005
WWW.CECOM.ARMY.MIL

THE CRITICAL LINK

"The Critical Link" Workshop – Frequently Asked Questions

Command Overview

What is the purpose of these workshops?

"The Critical Link" workshops are designed to increase CECOM workforce understanding of and support to the Command's strategic priorities, demonstrate the need for synchronized, clear and consistent messaging across all levels of CECOM, and increase awareness of available branding resources.

Additionally, they are designed to train champions to go out and effectively promote and disseminate key workshop information to all levels of Command via onsite trainings.

Why do we have a CECOM Campaign Plan?

The new CECOM Campaign Plan sets a vision for CECOM's roadmap toward 2020 – and is intended to serve as a guiding compass for the Command and call-to-action for each of you. Specifically, the campaign plan:

- *Defines our new vision*
- *Explains who we are and what we do*
- *Lays out the operating environment CECOM faces today and the challenges we will face tomorrow*
- *Aligns our efforts with U.S. Army and Army Materiel Command (AMC) priorities*
- *Describes our Lines of Effort and how we plan to implement them successfully*

Where can I find the CECOM Campaign Plan?

The full CECOM Campaign plan is available for download on the CECOM SharePoint site.

How have CECOM's vision and mission changed? Why?

CECOM's vision and mission statements have evolved to better suit the needs of the Army, as well to position CECOM for success in a future operating environment – which will include persistent conflict, the tightening of resources and the need to provide increasingly complex support to our joint forces.

In our vision statement, changes include placing an emphasis on providing full lifecycle support and on the joint warfighter, as well as on providing world-class, globally networked C4ISR systems. In the mission statement, a greater emphasis has also been placed on the joint warfighter, as well as on developing, providing, integrating and sustaining C4ISR system capabilities and readiness.

What are CECOM's four core competencies?

CECOM's four core competencies are: Develop, Provide, Sustain and Integrate

What primary functions does CECOM perform?

CECOM's eight primary functions are:

- *Supply chain management*
- *Field support*
- *Logistics sustainment planning & execution*
- *Information technology systems engineering & integration*





U.S. ARMY COMMUNICATIONS-ELECTRONICS COMMAND

6002 COMBAT DRIVE
ABERDEEN PROVING GROUND, MD 21005
WWW.CECOM.ARMY.MIL

THE CRITICAL LINK

- Foreign military assistance
- Interoperability certification
- Software sustainment
- Depot-level manufacturing, repair & overhaul

Why did CECOM change taglines?

CECOM has changed its tagline from “One Vision. One Mission. The Warfighter.” to “The Critical Link” to better reflect the Army’s priorities. “The Critical Link” messaging is an outcome of the new CECOM Campaign Plan, and is grounded in CECOM’s Core Competencies and Lines of Effort.

Positioning CECOM as “The Critical Link” will drive awareness of CECOM’s mission, clarify the meaning and value of CECOM’s lines of effort, connect people to CECOM’s vision to foster collaboration, and communicate and remind stakeholders about the value delivered by all levels of the Command.

What is C4ISR?

C4ISR is an acronym for Command, Control, Communications, Computers, Intelligence, Surveillance and Reconnaissance. CECOM is part of the Army C4ISR Center of Excellence and is committed to driving C4ISR readiness worldwide. CECOM plays an integral role in the C4ISR community by providing global support such as training, reset, sustainment, maintenance, field support, logistical expertise, information and software assurance, and interoperability and certification activities.

Identity Guidelines

Why is it important to adhere to the CECOM HQ & Organization Co-Branding Guidelines? Why can’t we use our own templates?

Successful brand identities are established through the methodical application of standardization and consistency in brand voice, image, use and monitoring. Therefore, the use of the approved templates listed in the CECOM HQ & Organization Co-Branding Guidelines plays a critical role in establishing and reinforcing the CECOM brand identity.

Our directorate/division has its own logo, but it is prohibited in the CECOM HQ & Organization Co-Branding Guidelines. Why can’t we use our own logos?

The more logos that are used, the further the CECOM brand identity is diluted. To maximize CECOM’s brand identity, the decision has been made to not allow the use of logos past the CECOM organization level.

Where can I find the CECOM HQ & Organization Co-Branding Guidelines? What products are available for download?

The CECOM HQ & Organization Co-Branding Guidelines are available for download on the CECOM SharePoint site. Downloadable templates include fact sheets, briefing slides, business cards, website banners, SharePoint banners, press releases, report covers, posters and banner stands, trifold brochures, and biographies.

Why did CECOM drop their logo in favor of the DUI?

The CECOM Distinctive Unit Insignia (DUI) was approved approximately 25 years ago in 1988. In order to streamline the CECOM brand, nest properly within the AMC, and ensure proper coordination across CECOM, the decision was made to drop the recently used CECOM logo and consolidate our visual brand identity under a single CECOM logo – the CECOM DUI.

