

# USACE Campaign Plan

**Making USACE GREAT**  
**Understanding, Believing, and Acting**



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# Understanding the USACE Campaign Plan

- Chief's Intent
- Goals
- Our Roles
  - Division Leaders
  - District Leaders
    - Divisions
    - Branches
    - Sections
    - Individuals
- Measuring Success
- Adjusting for the Future



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# Commander's Intent

“My intent is for the Corps to be **one disciplined team** in thought, word, and action—and to meet our commitments, with and through our partners, **by saying what we do, and doing what we say.**”



Lt. Gen. Robert L. Van Antwerp  
U.S. Army Chief of Engineers  
Commanding General, U.S. Army Corps of Engineers



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# Commander's Intent- from good to GREAT

The U.S. Army Corps of Engineers will, through execution of this Campaign Plan, become a GREAT organization as evidenced by the following in all mission areas.

- Delivers superior performance;
- Sets the standard for our profession;
- Makes a positive impact on the nation and other nations;
- Is built to last as evidenced by our strong “bench” at all levels—educated, trained, competent, experienced, and certified.



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# Campaign Plan Goals

## Goal 1

### Ready for All Contingencies

Deliver USACE support to combat, stability and disaster operations through forward deployed and reach back capabilities.

## Goal 2

### Engineering Sustainable Water Resources Solutions

Deliver enduring and essential water resource solutions through collaboration with partners and stakeholders.

## Goal 3

### Building Effective, Innovative, Sustainable Solutions

Deliver innovative, resilient, sustainable solutions to the Armed Forces and the Nation.

## Goal 4

### Recruit and Retain Strong Teams

Build and cultivate a competent, disciplined, and resilient team equipped to deliver high quality solutions.



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# Goal 1

## Ready for All Contingencies

**Deliver USACE support to combat, stability and disaster operations through forward deployed and reach back capabilities.**



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## Goal 2

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# Goal 3

## Building Effective, Innovative, Sustainable Solutions

Deliver innovative, resilient,  
sustainable solutions to the  
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# Goal 4

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# Aligning Action

Collaborated, synchronized, and deliberate action, by 34,000 USACE employees will make the Corps of Engineers GREAT

- Understanding is the Basis for Belief
- Seeing is Believing
- Believing Motivates Action



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# What does it mean to me?

The USACE Campaign Plan:



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Each MSC and Headquarters Staff element, through the development and execution of its Implementation Plan (IPlan), has committed to detailed actions that provide the direction for USACE employees to advance our Corps from good to GREAT.



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**Aligning Albuquerque District Actions to  
South Pacific Division Implementation Plan  
and USACE Campaign Plan**

LTC Kim Colloton  
MAJ Andre Balyoz

**Sample**  
(Insert Your Own  
Alignment Brief)



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## SPD Action Item #1

- SPD Action Item 1a1: Establish a planning cell and processes for integrated contingency planning within SPD for coordinating district activities, developing and publishing specific plans, annexes and appendices.
  - SPA Action Item 1a1a: Proactively participate in SPD contingency planning effort/cell
    - Key Task: Identify SPA planning cell
    - Key Task: Update SPA COOP integrated with SPD
    - Key Task: Update SPA response plan integrated with SPD
    - Key Task: Update SPA EOC SOP

**Sample**  
(Insert Your Own  
Alignment Brief)



## SPD Action Item #2

- SPD Action Item 1a2: Establish, resource, train, and exercise world class FEST-A and PRTs to support USACE and the Army.
  - SPA Action Item 1a2a: Develop/Establish inventory of enthusiastic individuals to provide quick response to national disasters
    - Key Task: re-energize website, highlight employees
    - Key Task: Volunteer in EngLink (hot button)
    - Key Task: 100% in EngLink, personnel data sheet
    - Key Task: Recruit at newcomer briefings and outreach
    - Key Task: In-process field personnel at SPA HQ
  - SPA Action Item 1a2b: Recruit, train, sustain a dedicated and cohesive National Ice Team
    - Key Task: Fund and schedule training
    - Key Task: Develop incentives for sustainment
    - Key Task: Maintain 200% of trained required personnel
  - SPA Action Item 1a2c: Provide first class personnel to support Regional FEST
    - Key Task: Develop an advanced FEST-A staffing plan for SPA (2 yrs out)
    - Key Task: Recruit for Oct 09 (2 positions)
    - Key Task: Develop open and continuous list of interested personnel

Sample  
(Insert Your Own  
Alignment Brief)

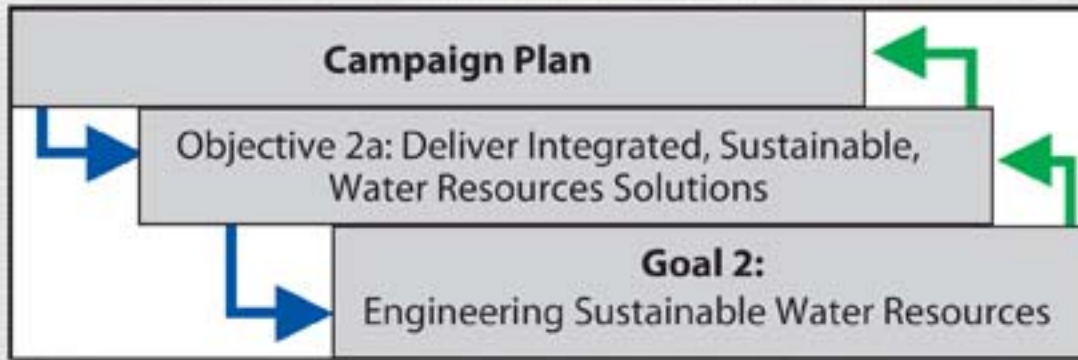




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# Individual Actions in the Campaign Plan



## A Jacksonville District CW Planning Technical Leader Can

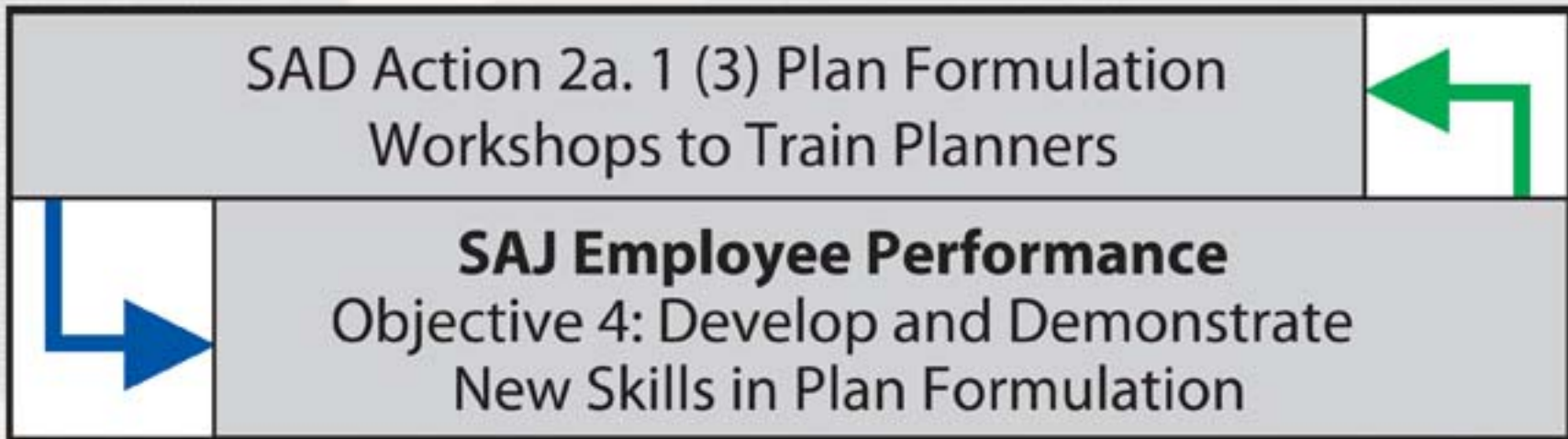
Ms. Sally Ciereszko began her Federal Career as a GS-4 Co-Op with the U.S. Army Corps of Engineers Jacksonville District in July of 1996.

Currently, USPS-YA-810-02 Civil Works Planning, Ecosystem Restoration-Everglades Branch (Planning Technical Lead)



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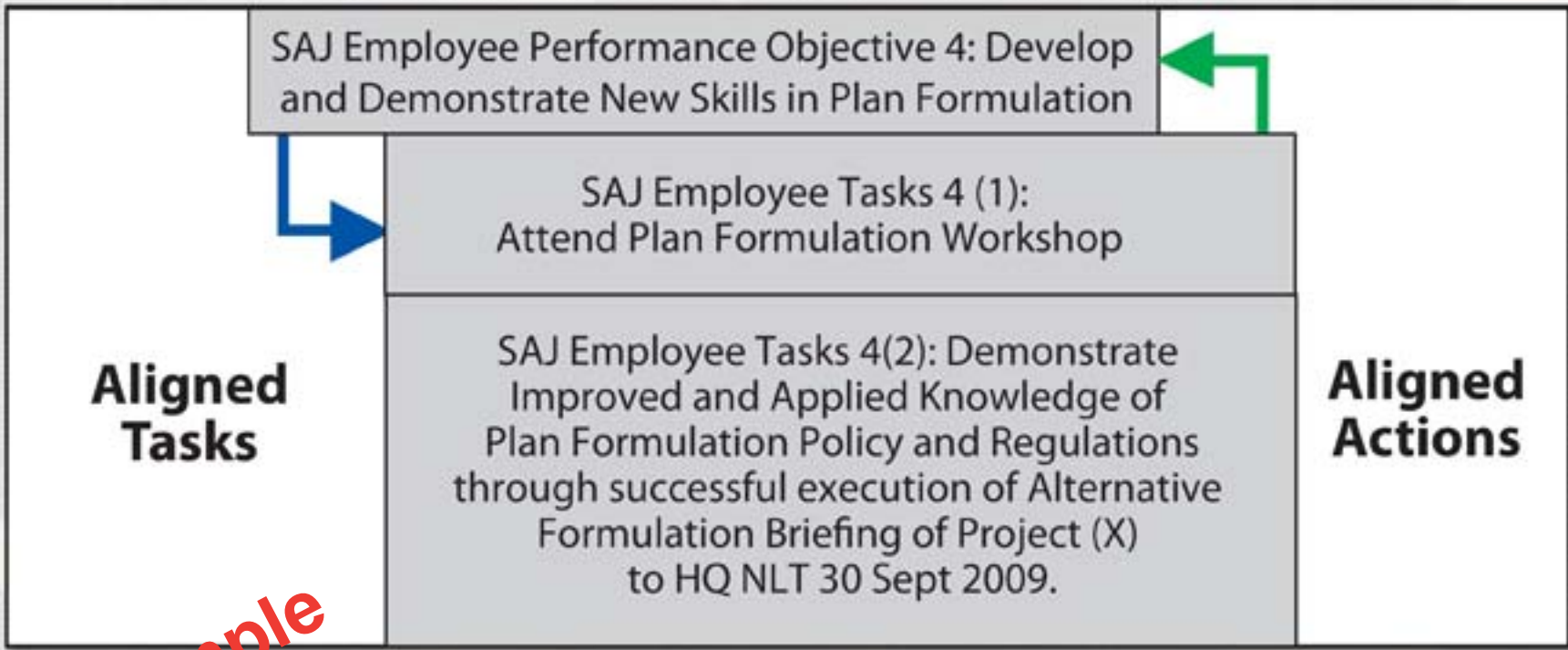
# Individuals Actions in the Implementation Plan and Operation Plan



**Sample**  
(Insert Your employees example)



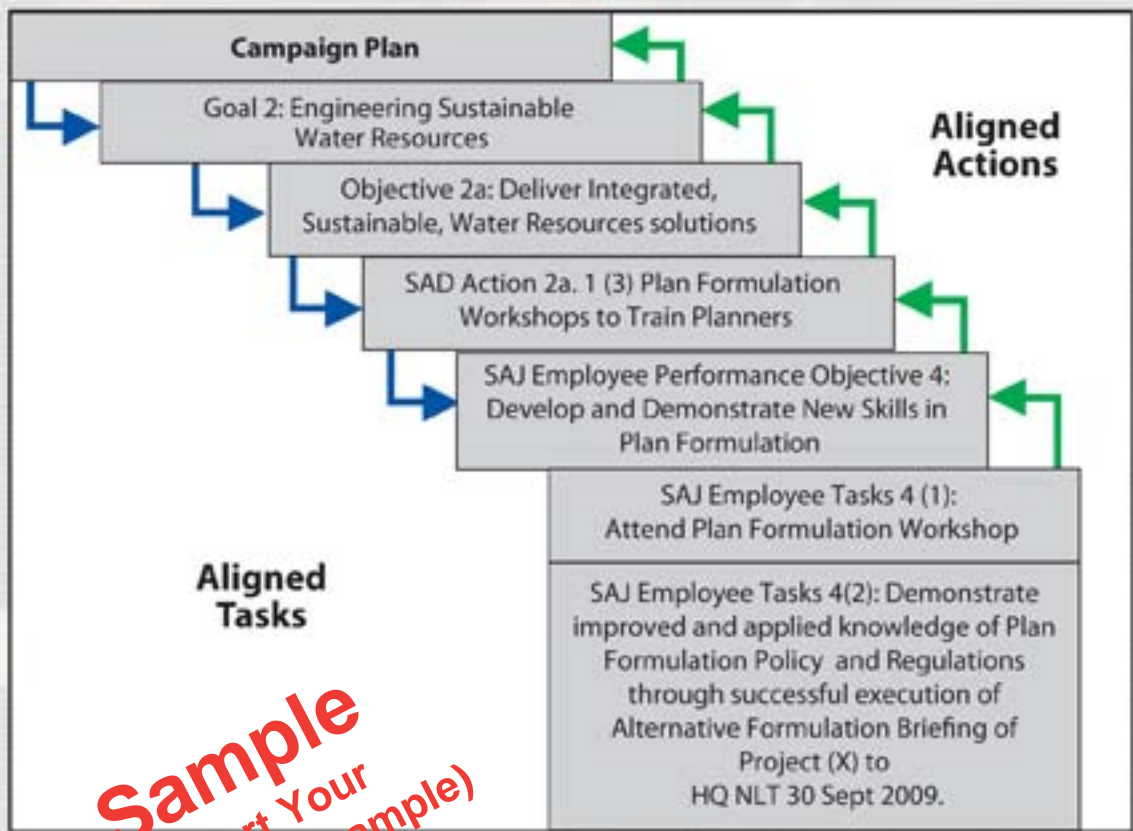
# Individual Actions in the Performance Plans



**Sample**  
(Insert Your employees example)



# A Jacksonville District CW Planning Technical Leader



**Sample**  
(Insert Your  
employees example)



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# Measuring Movement Toward GREAT

Implementation plans and performance plans have quantifiable actions with measures that are evaluated.

- Directorate Management Review (DMR)
- Command Management Review (CMR)
- Command Strategic Review (CSR)

**Sample**  
(Insert Your  
measurement program  
description here)



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# Shaping Our Future

## Opportunity and Change are Certain:

- Unprecedented USACE Workload
- Global Economic Challenges
- Geopolitical Uncertainties



## Adjusting the Plan:

- Its Our Future, Let's make it GREAT.
- Communicate to your leaders where changes to the Campaign Plan are needed.
- The plan is adapted regularly through a formal change management process.



# Can You Remember the Goals?

**R**  
**Goal 1**

**Ready for  
All Contingencies**

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**E**  
**Goal 2**

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Sustainable Water  
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# REBaR\*

**Reinforcing the  
good, to make us  
GREAT**

\*If you don't like this memory device, then make up your own.



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# Advancing from good to GREAT



## What will you do to make us Great?

For more information on the USACE Campaign Plan, contact your local PAO or CP coordinator.



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