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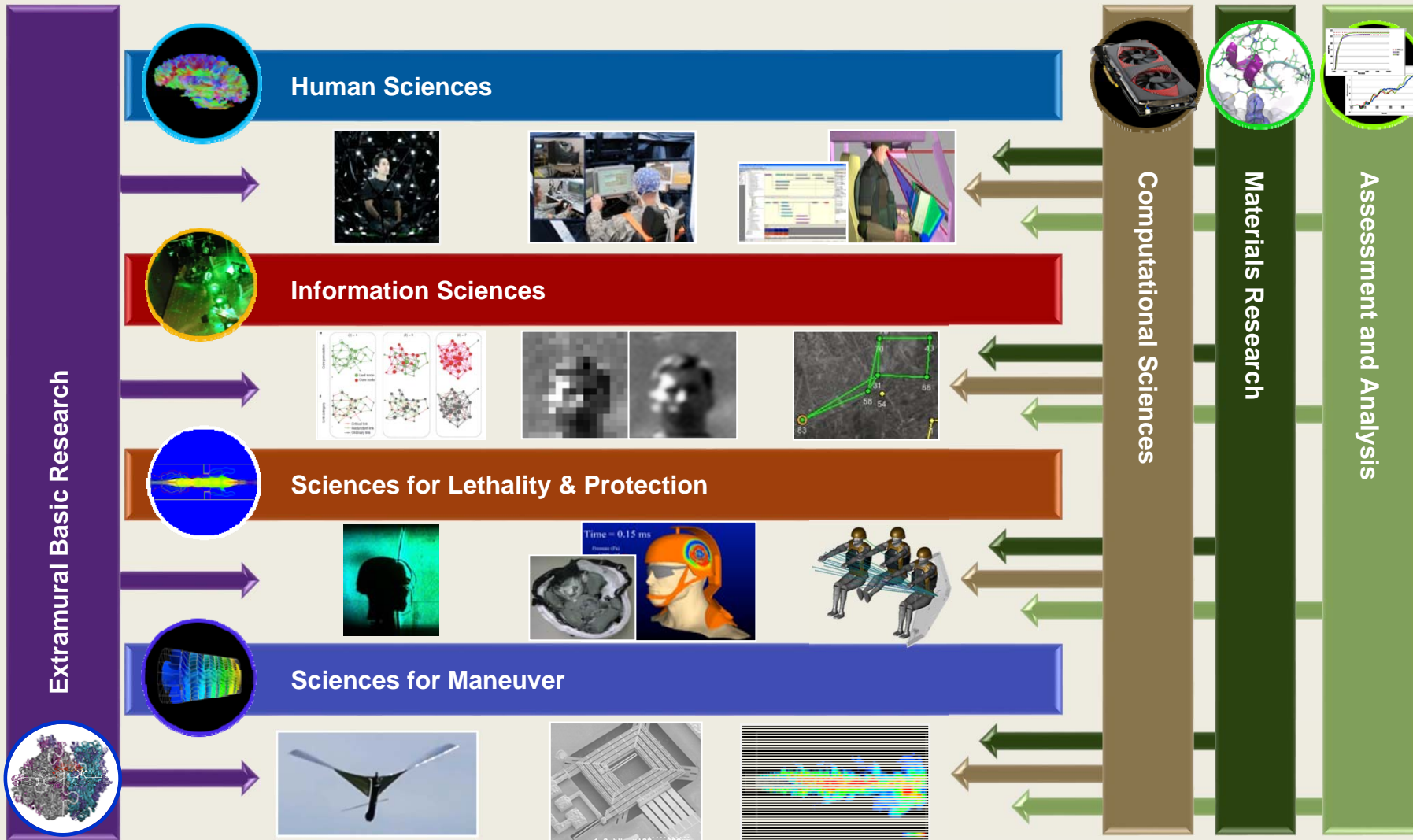
This presentation provides an explanation of the ARL campaigns as well as how ARL develops its program under the campaigns.

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ARL S&T Campaigns





Structure of TAB Panels



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Why Campaigns? Why now?



The increased complexity of future conflict requires concerted & sustained efforts from across the ARL enterprise to enable the future Army to meet national security needs

- ARL's S&T Campaigns are a systematic course of science and technology activities envisioned to lead to enhanced land power capabilities in the future (2030-2040)
- The Campaigns provide a unifying framework to plan, articulate, and manage ARL's technical portfolio for the next two decades
- Internal constraints & external environment coupled with long acquisition cycle times make it imperative to orient fundamental research to meet future national security needs
 - External Factors:
 - Globalization
 - Increased WMD proliferation risks
 - Emerging threats (e.g., cyber, space, EW)
 - Internal Factors:
 - Fiscal constraints
 - Army in transition

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Campaign Descriptions



Campaign Taxonomy: Hierarchical definition of campaign efforts

vs.

Key Campaign Initiative: Technical program focused on pursuing scientific discoveries, innovations, and knowledge product transitions to enhance capabilities for the operational Army of 2040

Core Campaign Enabler: Technical thrusts focused on a fundamental understanding of new concepts and to maturing foundational technologies & methodologies that enable a broad array of technical programs

The 2015-2016 TAB panels were structured according to taxonomy.

With their focus on desired technical capabilities, KCIs & CCEs describe a campaign more effectively than the taxonomy.

You will see both. In the next cycle, we will focus strictly on KCIs & CCEs.

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Campaign Touchpoints

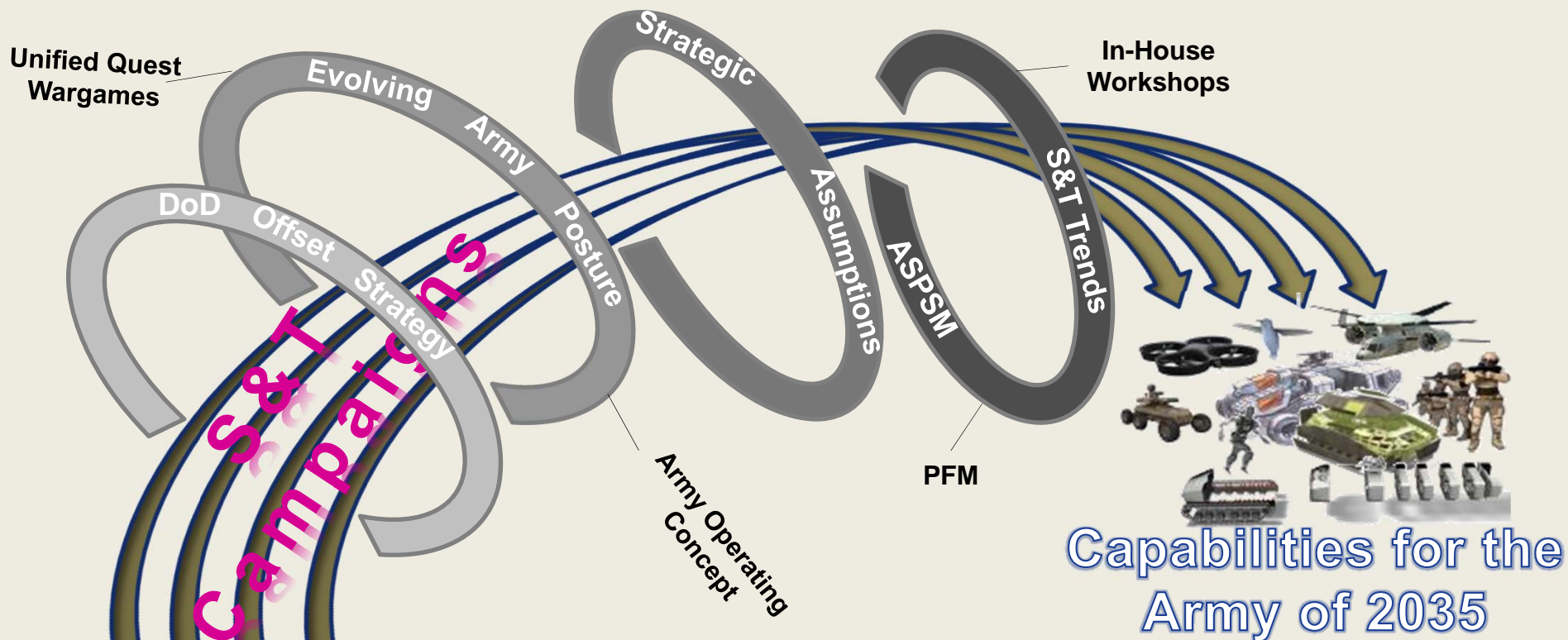


- The complexity of problems addressed by ARL dictates cross-campaign projects
- A single problem may be addressed by several Campaigns but each Campaign addresses the problem from a different perspective
 - e.g., Perspectives on Human-Information Interaction
 - Information Sciences: data processing for human use
 - Human Sciences: human response to processed data
- Each TAB panel sees work from only a single perspective
- Campaign overviews will be explicit in what will be presented, what will not, & why



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S&T Campaign Concept



"... the Army must realize DOTMLPF solutions faster than in the past to ensure our competitive advantage through the development of adaptive leaders and the integration of advanced technologies with skilled soldiers and well-trained teams."

GEN Raymond T. Odierno
38th Chief of Staff, Army

