Air combat command

PROJECT QUESADA

PURPOSE

Identify opportunities for Air Combat Command (ACC) to partner with Hispanic Serving Institutions (HSI), Minority Serving Institutions (MSI) and under-represented groups (URG) to highlight Air Force education and career opportunities in the Science, Technology, Engineering, and Math (STEM) programs within ACC.

BACKGROUND

In alignment with the USAF Rated Diversity Improvement (RDI) Strategy (March 2021), ACC is establishing Project Quesada which will provide opportunities to partner with HSIs, MSIs, HBCUs, URG, to increase awareness of the Air Force’s STEM education and career opportunities. ACC NAF and installation commanders as well as A-10, F-22, F-35A, F-16, and the Thunderbird Demo teams are tasked to develop partnerships that emphasize both Rated and Non-Rated operations and career fields while focusing on the following objectives: youth engagement, community outreach, professional development, and networking.

PHASE ONE

* 31 Jan 23, ACC installations with a flying mission will enroll in the Aviation’s Inspiration Mentorship (AIM) Wing program managed by AF Recruiting Service Det 1.
	+ AIM Wing program coordinates flying Commanders to support CSAF RDI initiatives by utilizing their wing assets to influence the local community during outreach events.
* 31 Jan 23, ACC agencies will outline their community engagement plan. Engagement plans should be submitted to ACCDS.CDIO.DiversityInclusion@us.af.mil, outlining touch point milestones, public affairs plan, define partnering agencies, and highlight opportunities for agency partnerships.
	+ ACC events will be posted on The Bridge website: <https://www.acc.af.mil/About-Us/The-Bridge/>
* Once a quarter, engagements affiliated with multiple installations, DoD components, and community agencies will be highlighted on ACC Strategic calendar. General Officers (GO) seeking GO Inspire opportunities are encouraged to partner with these events to ensure their success.

PHASE TWO

* Create intentional events that seek opportunities for communication with non-military affiliated HSIs, MSIs, HBCUs, URG supporting agencies, communities and their families.
* Expand events to highlight Guard and Reserve engagements.
* Create a PA campaign highlighting various missions in different languages.

ROLES AND RESPONSIBILITIES

* Agencies partnering with HSIs, HBCUs, MSIs, or URGs are asked to provide an After-Action Report (AAR) to ACCDS.CDIO.DiversityInclusion@us.af.mil. AAR template is Attachment 1 to this document.
* Engagements with a rated component must first partner with the AFRS Det 1. Email AFRS Det 1 at AFRS.Det1.Inspire@us.af.mil prior to executing any event to be assigned a POC.
	+ Det 1’s purpose is to inform and educate on the programs in support of executing CSAF’s RDI strategy for Total Force Recruiting. Their audience is the pre-accession population (youth, young adult, and influencers) URGs, and strategic partners nationwide to provide pathways to aviation via accession sources such as USAFA, ROTC, OTS, and Civilian Service.
* Installations are encouraged to develop partnerships with non-military affiliated entities which help identify the values of partnering HSIs, MSIs, HBCUs, URG. It is recommended to have a special emphasis on a culture of unity that welcomes talent from all walks of life to ACC.

RESOURCES

* Attachment 2 depicts AFROTC Host and Crosstown Units with significant non-Caucasian enrollment near ACC Bases. This attachment also contains Detachment POC information.
* The AIM team is comprised of TF Rated Officers (Pilots, Combat Systems Officers, Air Battle Managers, and RPA pilots). These ambassadors are supported by AFRS Det 1 and serve as role models, mentors, and Air Force representatives in highly engaging environments providing nationwide reach for youth events and engagements.
* AIM High Inspiration Flight exposes youths and influencers to aviation careers and the Air Force Culture. Managed by Det 1, the primary goal is to provide inspiration fights on USAF aircraft but this may also include: fly-ins, static displays and tours. On Nov 2022, the DAFMAN 11-401 and AFI 35-101 were modified to allow AIM High Inspiration Flight to fly unaffiliated youth via Public Affairs flights.
* Inspire Operations (Inspire Ops) are the events and engagements generated and/or supported by AFRS Det 1. Inspire ops introduces the Air Force, its Airmen, technologies, and experiences to the public in order to inform audiences, influence propensity, and inspire the next generations of Air Force leaders and aviators.
* The following link highlights established Det 1 events installations can partner with. <https://app.smartsheetgov.com/b/publish?EQBCT=26aee3a5598b45d2babd5123c1baf4e4>