



DEPARTMENT OF THE ARMY
US ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, US ARMY GARRISON YONGSAN - CASEY
UNIT #15333
APO AP 96205-5333

IMYN-ZA

27 MAR. 2019.

UNITED STATES ARMY GARRISON YONGSAN - CASEY POLICY LETTER # 69

SUBJECT: Installation Management Command (IMCOM) Service Culture Campaign Implementation

1. REFERENCES:

- a. IMCOM Operations Order (OPORD) 18-107: Service Culture Campaign (SCC), 011515ZAUG18.
- b. IMCOM Policy Memorandum 5-2, IMCOM Service Culture Campaign, 22 October 2018.

2. **PURPOSE:** To provide guidance on the implementation and sustainment of the IMCOM SCC principles throughout U.S. Army Garrison (USAG) Yongsan-Casey. This program indoctrinates a culture (shared value) of service excellence within all facets of IMCOM services, thereby contributing to Army readiness.

3. **APPLICABILITY:** This policy applies to all personnel, civilian and military, assigned or attached to USAG Yongsan-Casey.

4. POLICY:

a. USAG Yongsan-Casey supports and implements all facets of the IMCOM Service Culture Campaign.

b. Upon publication of the policy, leaders, supervisors, and managers will review the SCC principles, components and tools contained in IMCOM Policy Memorandum 5-2, IMCOM Service Culture Campaign, dated 22 October 2018, and Enclosures 1 - 6. View or download the documents from the PAIO SharePoint at:

https://army.deps.mil/army/cmds/imcom_pac-usag/yongsan/paio/SitePages/Home.aspx

5. PROCEDURES AND RESPONSIBILITIES:

a. Deputy to the Garrison Commander:

- (1) Overall responsible for the SCC implementation and sustainment.
- (2) Will ensure that Garrison leaders at all levels take responsibility for creating a

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culture of service excellence within the organization and support implementing all facets of the SCC Policy, including Branding Guidelines, On-boarding Program, Recognition Operation Excellence (OPEX) customer service training, and Command Messaging.

b. Plans, Analysis, and Integration Office (PAIO):

- (1) The primary office of responsibility in support of SCC implementation.
- (2) Conduct SSC self-assessments IAW Enclosure 1 of the SCC Policy.
- (3) Coordinate Customer and Leadership Pledge signing ceremonies.
- (4) Manage the execution of the IMCOM Customer Service Culture Survey (planned for FY19).
- (5) SCC data reporting to higher headquarters as required.
- (6) Facilitate initial OPEX training to leadership and APF workforce IAW Enclosure 5 of the SCC Policy.


c. Directorate of Human Resources (DHR):

- (1) Manage the On-boarding Program within the garrison IAW the guiding principles outlined in Enclosure 3 of the SCC Policy.
- (2) Manage the Recognition Program within the garrison IAW the guiding principles outlined in Enclosure 4 of the SCC Policy.

d. Public Affairs Office (PAO): Manage SCC Command Messaging as appropriate for garrison purposes IAW Enclosure 6 of the SCC Policy.

e. All Personnel Assigned: Effective immediately, ensure email signature blocks, use of IMCOM and Garrison distinctive unit insignias, and briefing templates are IAW Enclosure 2 of the SCC Policy. The intent is not to use additional resources just to comply with SCC Branding guidelines, but rather to incorporate and make changes to existing products that are reasonable and feasible.

5. Point of contact for the Service Culture Campaign is PAIO, DSN (315) 738-4308.


MONICA P. WASHINGTON
COL, LG
Commanding