

JBER Civic Leader Program

Target Audience: Community Leaders

Intent

The intent of the Civic Leader (CL) Program is to partner base leadership with community leaders who have limited or no knowledge about the United States Air Force, its mission, and Joint Base Elmendorf-Richardson (JBER) to increase public awareness on the missions, policies, and programs of the Air Force and provide an understanding of the Department of Defense.

Civilian participants are selected from among non-federal elected or appointed officials, mayors, chamber of commerce-type group members, principals of local schools, Military Affairs Committee members, business leaders and others who, because of their position or influence in the community, can positively impact public support for the base. Selected Civic Leaders should represent a cross-section of the entire community.

Purpose

The program allows for frequent opportunities to visit JBER and learn about the missions, to participate in base functions and to express views on issues of mutual concern. This is an excellent way to gain a better understanding of JBER and build partnerships that help our communities plan for and move into the future. If someone has an interest in learning and becoming a voice for the military in the community, this is the perfect place to start.

Term Length

The JBER CL Program is a voluntary program with a maximum three-year term limit. It is designed to build and maintain solid, mutually beneficial partnerships between local community members and the military community. CLs can resign or be removed from the program at any time if the program is no longer a good fit. Members who demonstrate solid commitment to the service and an interest in growing their relationship with the Air Force can be nominated for partnerships with higher-headquarters commanders' groups as well.

Commitment

The Public Affairs Community Engagement office will invite CLs to pre-coordinated tours, socials, and various networking events throughout the calendar year. CLs can expect to receive invites to between six and eight official events throughout the year. The goal during these events is to learn about the missions at JBER and connect with senior military leaders. CLs will also be given opportunities to hear about issues on the installation and provide their expertise when possible. CLs are encouraged to discuss their topics and issues of interest, network with and share their contact information with the connections they make as they see fit.

CL attendance in these events is optional; however, participants should make every effort to be involved and attend at least one event per quarter. CLs are encouraged to attend as many events as possible to gain knowledge and build a strong partnership with senior military leaders, unit personnel and JBER.

We understand mission comes first, so dropping from the program does not create a poor reflection of you or your business. All questions, concerns or issues about the overall program should be directed to the 673d Air Base Wing Public Affairs Community Engagement office. Commitment and feedback are essential to the success of this program.

Qualifications Civic Leaders should:

- Be a United States citizen of outstanding character, integrity, and patriotism
- Have a deep interest in military affairs
- Be a leader in local/regional/national community affairs
- Be able to provide individual perspectives to senior Air Force leaders on Air Force initiatives, issues and other matters of interest
- Be able to disseminate information about the Air Force to broad cross section of the public and to other prominent citizens in their area
- Be able to interpret and affect public attitude toward the Air Force
- Be able and willing to devote a reasonable amount of time as a civic leader for the installation

Civic Leaders will not:

- Be an employee of the Federal Government
- Be a federally elected or appointed official. Locally elected or appointed officials will be considered on a case-by-case basis
- Be an active member of the National Guard or a member of the Ready Reserve (Selected), Individual Ready Reserve or Standby Reserve
- Be a retired military member of any service. Exceptions will be rare and approved at the MAJCOM/PAC-level when there is significant justification for inclusion
- Be a paid employee of any political party
- Hold financial interests that conflict with their role as a civic leader

Refer to AFI 35-101 and AFMAN 35-101 for further guidance on civic leader programs. For any questions regarding the JBER CL program, please contact the 673d Air Base Wing Public Affairs Community Engagement office at (907) 551-8996 or email jber.pa@us.af.mil.