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U.S. ARMY INSTALLATION MANAGEMENT COMMAND  
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WEST POINT, NEW YORK 10996

AMIM-MLG-ZA

15 November 2023

U.S. ARMY GARRISON WEST POINT POLICY #5

SUBJECT: USAG WP Service Culture Campaign

1. Reference:

a. USAG WP CG WARNING ORDER 01 to OPORD 16-119: Service Culture Initiative Campaign, 302030ZSEP16.

b. USAG WP OPORD 17-061: Service Culture Initiative (Campaign), 281830ZAPR17.

2. Purpose. To provide policy for the establishment and long-term sustainability of a culture of service excellence throughout all echelons of USAG WP.

3. Applicability. This policy applies to all USAG WP organizations.

4. Policy

a. USAG WP is a supporting command and a service provider organization which provides a unique and special contribution to Army readiness. As such, we are committed to delivering programs and services with a sense of pride, professionalism, and in keeping with Army values.

b. USAG WP is facing a changing environment, one that is characterized by reduced resources (funding and personnel), while readiness requirements remain constant. USAG WP can no longer deliver programs and services to the same level as we have over the past decade and that those we support have come to expect. We must prioritize and deliver the right services, maximizing every dollar we spend. As we fine-tune programs, the manner in which we deliver our services becomes even more important. Additionally, we are asking more of our USAG professionals and it is critical that we recognize their contribution to supporting Army readiness. It is important that we return to the basics through engaged and caring leadership, commitment to service, self-reliance and adherence to our core values. The USAG WP Service Culture Campaign provides the means to do this.

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c. Service excellence is a by-product of how we treat our USAG professionals. If Team Members are led by engaged and caring leaders, feel valued and respected, are properly trained, and demonstrate Army values, they are more likely to deliver services in a professional and caring manner.

d. In order to ensure all employees feel as sense of belonging to USAG WP, we define and communicate what we stand for. Service excellence is also a derivative of quality leadership. Leaders must be engaged with our USAG professionals, customers, and the communities we serve. USAG WP leaders will support and implement all facets of the IMCOM Service Culture Campaign Objectives:

(1) Leader/Workforce Engagement.

(2) Branding/Communication.

(3) Operation Excellence (OPEX) Customer Service Training.

(4) Onboarding Program.

5. Procedures. USAG WP leaders, at all levels, will take responsibility for creating a culture of service excellence within their organization. They will become familiar with the principles and components of the IMCOM Service Culture Campaign, will assess their operational environment, and will be ICW USAG WP Service Culture related programs as outlined in the USAG SCC Standard Operation Procedure Manual (Encl 1).

6. Updates to this policy, its enclosures and any other SCC tools, will be maintained at: [https://army.deps.mil/army/cmds/imcom\\_HQ/SCI/SitePages/Home.aspx](https://army.deps.mil/army/cmds/imcom_HQ/SCI/SitePages/Home.aspx).



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