



Establishing Charter:
The Brute Krulak Center for Innovation and Creativity
(The Krulak Center)

Vision (What We Aspire to Be)

In step with General Gray's vision and MCU's strategic plan, The Krulak Center is viewed as an indispensable asset to MCU and the wider Marine Corps, is utilized to its capacity as a research support center, and serves as an incubator of academic innovation and mentation. We are widely recognized throughout the Corps and beyond as a critical and creative thinking Center and integrator.

Mission (Why We Exist)

Inspired by its namesake, the Brute Krulak Center for Innovation and Creativity enables an interdisciplinary approach to complex problem solving, fosters an environment that enhances our collective warfighting capability, and facilitates and encourages novel solutions to current and future warfighting challenges in order to expand the Corps' competitive edge and improve our warfighting effectiveness.

Focus Area (Shaping Action)– Establish the Organization (0-3 months).

- Value. It is absolutely critical that we exploit any and all early success of the Center in order to gain momentum and establish credibility. We will provide a quarterly newsletter and web updates to the Krulak Center community of interest.
- Support to students. This will always be our main effort and primary focus. We will always strive to enhance students learning experience, no matter their geographic location, rank, or PME status. We will make ourselves available to discuss, debate, and explore topics of their interest while providing a state of the art collaborative workspace for their use.
- Get Active & Endure. We have to work methodically to establish ourselves as a serious, contributing part of the MCU team. It is critical that we are adaptable enough to meet emerging Service and joint PME requirements. Our efforts will be as follows:
 - Internally: We will continue to strengthen our connections within MCU resident and non-resident programs and ensure we have an active working relationship with each of the schools' directors and deans.
 - Externally: We will establish communications and network with like-minded organization in our sister services, private industry, Think Tanks, Headquarters Marine Corps, and international partners.
- Facilities. We will ensure that our workspace looks, feels, and functions as a premier MCU facility. We will design our work area to be a dynamic, collaborative environment where students, faculty, Bren Chairs, and MCU staff can meet to discuss and share ideas.
- Curriculum. Working with each of the schools within MCU, we will identify areas within the existing curriculum and work to enhance students' creative problem solving during practical ,

exercises, planning scenarios, and writing competitions. We will offer a course for Command and Staff College's elective period, and seek to help all MCU schools to broaden their curriculum as appropriate.

- Get the Word Out. We will focus on ensuring that Marines inside and outside of MCU know who we are and what we can provide. We will submit an article to the Marine Corps Gazette explaining our mission and goals, develop a logo, and work with the Office of US Marine Corps Communication in order to further promulgate our mission.

Focus Area (Decisive Action)— Develop The Krulak Center (3-9 months)

- Integration—One of the most effective means of promoting creativity is through the novel connections of different ideas. We believe that one of the best ways to do this is to integrate the efforts, ideas, and experiences of students throughout the individual schools. The Krulak Center will exploit various opportunities to connect and integrate students from different schools and the center will be an ideal meeting place for student-to-student collaboration.
- Wargaming—We will actively pursue the establishment of a monthly Krulak Center wargame for the students to conduct modeling and simulating exercises. Look for our annual wargame competition to continue and expand.
- Professional Writing – We will work with Marine Corps University Foundation and/or The Marine Corps Association and Foundation to promote critical and creating thinking and writing within MCU as well as end of the year awards that recognize exceptional student and instructor creativity. We will explore options for publishing MCU products.
- Website—We will develop and promulgate an interactive, problem oriented website where students and Marines can pose, discuss, debate and provide solutions to problems facing the Marine Corps. The website will be operational by 1 December.

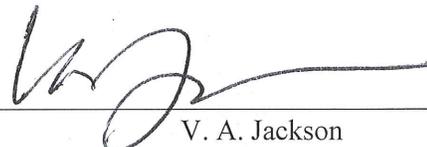
Focus Area—Sustaining Actions (9 months and beyond)

- Lecture Series—We will prepare case studies and bring in speakers from the private sector, industry and business to stimulate discussions and enhance current curriculums.
- Innovation Summit—Our Center will closely coordinate with MCU to plan and coordinate the Innovation Summit. This summit will be a one day event divided equally between academic presentations/discussion and technological demonstration/display.
- USMC Innovation/Futures Synergy—We will work to coordinate and synergize disparate USMC innovation/futures initiatives to allow for the efficient exploration and promulgation of emerging concepts, ideas, and technologies.



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