

Supplemental Information

AMC_BCAT_N_USA_ARL – Social Media Video

This video was produced by three employees of the U.S. Army Research Laboratory (ARL) over the course of one month in support of the lab's Research Management and Leadership Strategy and to build morale for the lab.

The Research Management and Leadership Strategy provides the high level vision of how ARL plans to manage its resources, positioning ARL to develop as the Nation's premier laboratory for land forces, while fulfilling its mission in the most efficient and effective manner possible. Four focus areas in this framework guide the management and leadership of the laboratory: People First, Open Campus, Technical Strategy and Business Acumen.

The People First initiative fosters an environment that encourages and enables employees to become personally invested in ARL's success and take stewardship of the laboratory, allowing them to thrive both professionally and personally.

The Open Campus initiative is a new business model for building an integrated work environment with academia, industry and government, thus fueling innovation through research and development (R&D) collaboration.

The Technical Strategy creates a shared vision of the future technical landscape, defining ARL's long term scientific agenda, encouraging more cross-directorate research and collaboration across the organization, academia and industry. It defines the scientific, technical, and analytical areas ARL believes to be of vital importance to the Army and serves as the foundation for strategic science and technology (S&T) investments.

The Business Acumen initiative fosters a more business savvy approach and thought process at all levels of the laboratory.

ARL is the nation's premier laboratory for land forces and is part of the U.S. Army Research, Development and Engineering Command (RDECOM), which has the mission to develop technology and engineering solutions for America's Soldiers. RDECOM is a major subordinate command of the U.S. Army Materiel Command (AMC). AMC is the Army's premier provider of materiel readiness. If a Soldier shoots it, drives it, flies it, wears it, eats it or communicates with it, AMC delivers it. ARL's mission is to "Discover, innovate, and transition science and technology to ensure dominant strategic land power."

Lyrics:

Nah, nah, buddy, I'm good.
I could work elsewhere, but I probably should not
For me, ARL's home

It's been a long day here, and a long day there,
But these long, long hours are gonna get us somewhere.
(Hold up now)
Your ideas are good, I can't deny.
We'll make robots that're gonna hit the sky.
I'm over here like oh buddy, no buddy, rework that code buddy,
I don't think I could work anywhere else.

So nah, nah, buddy, I'm good.
I could work elsewhere, but I probably should not
For me, ARL's home, and if I left I might just feel alone.
Nah, buddy I'm good,
I could go elsewhere, but I probably should not
I've got to bid you adieu,
I can't leave now, there's science to do.

(There's science to do)
(There's science to do)

Now other labs, than ours have prevailed,
Researching and fighting tooth and nail.
(Check it out now)
But I got you, and you've got me,
And we're world class, so I kindly,
Gotta be like "oh buddy, no, buddy, you got me all wrong, buddy,
My laboratory's got all of my love."

So nah, nah, buddy, I'm good.
I could work elsewhere, but I probably should not
For me, ARL's home, and if I left I might just feel alone.
Nah, buddy I'm good,
I could go elsewhere, but I probably should not
I've got to bid you adieu,
I can't leave now, there's science to do

(There's science to do)
(There's science to do)

Oh, I'm sure we, sure we will help save Soldiers' lives.
And oh, I assure ya, assure ya it's for those on the front lines.

So nah, nah, buddy, I'm good.
I could work elsewhere, but I probably should not
For me, ARL's home, and if I left I might just feel alone.
Nah, buddy I'm good,
I could go elsewhere, but I probably should not

I've got to bid you adieu,
I can't leave now, there's science to do.

So nah, nah, buddy, I'm good
I could work elsewhere, but I probably should not
For me, ARL's home, there's lasers, hover bikes, holograms, and drones
Nah, buddy I'm good,
I could go elsewhere, but I probably should not
I've got to bid you adieu,
I can't leave now, there's things to compute

(There's science to do)
(There's science to do)