



DAU MEDIA KIT

2021 Edition



SUPPORTING **DEFENSE ACQUISITION** PROFESSIONALS

VISION

An accomplished and adaptive workforce, giving the warfighter a decisive edge.

MISSION

Provide a global learning environment to develop qualified acquisition, requirements, and contingency professionals who deliver and sustain effective and affordable warfighting capabilities.



FACTS

- DAU is composed of five main regional campus locations and two colleges.
- DAU offers courses in-person and online.
- DAU hosts more than 50 Communities of Practice on acquisition-related topics.
- DAU supports approximately 180,000 members of the Defense Acquisition Workforce.
- DAU offers career-long learning opportunities, DAWIA certification training, credentials, job support tools and resources, and consulting services.

HISTORY

The Defense Acquisition Workforce Improvement Act of 1990 facilitated the creation of the Defense Acquisition University in 1991.

[Read More](#)

[History Book](#)

2020 YEAR IN REVIEW

TRAINING

COURSES



5.2
MILLION
TOTAL
HOURS



831
THOUSAND
TOTAL
GRADUATES

1,759
OFFERINGS



525
COURSES

WORKSHOPS



590
THOUSAND
HOURS

301
EFFORTS

ACQUISITION RESOURCES AND TOOLS

RESOURCES



9.6
MILLION DAU.edu
VIEWS

COMMUNITIES



655
THOUSAND
PAGE
VIEWS

50
COMMUNITIES

JOB SUPPORT TOOLS



24
TOOLS

1.7
MILLION
TOOLS PAGE
VIEWS

PROGRAM AND ORGANIZATION ACQUISITION SUPPORT

CONSULTING/DEEP DIVES

227
THOUSAND
HOURS

425
EFFORTS



EXECUTIVE COACHING

104
ENGAGEMENTS



EVENTS

CONFERENCES

2
EVENTS
4,600
ATTENDEES



WEBCASTS



81
WEBCASTS
19,578
ATTENDEES

#ExperienceDAU

- Gain acquisition **knowledge and skills**
- Find **acquisition resources** to help on the job
- Receive **assistance** tailored to organizational needs
- Engage with **experts, leaders, and innovators**



Leaders



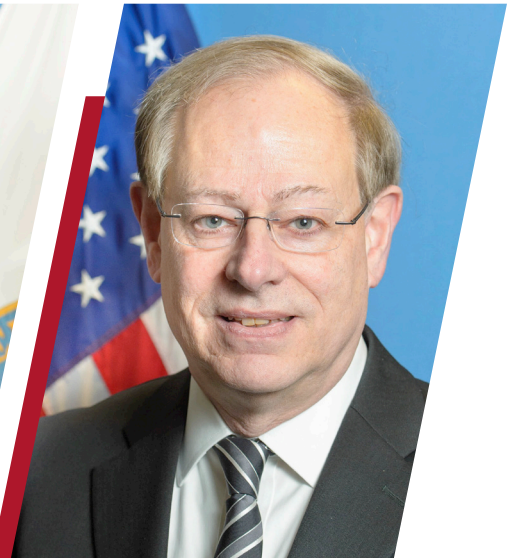
President
Jim Woolsey

Biography



Vice President
Frank Kelley

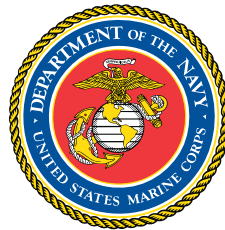
Biography



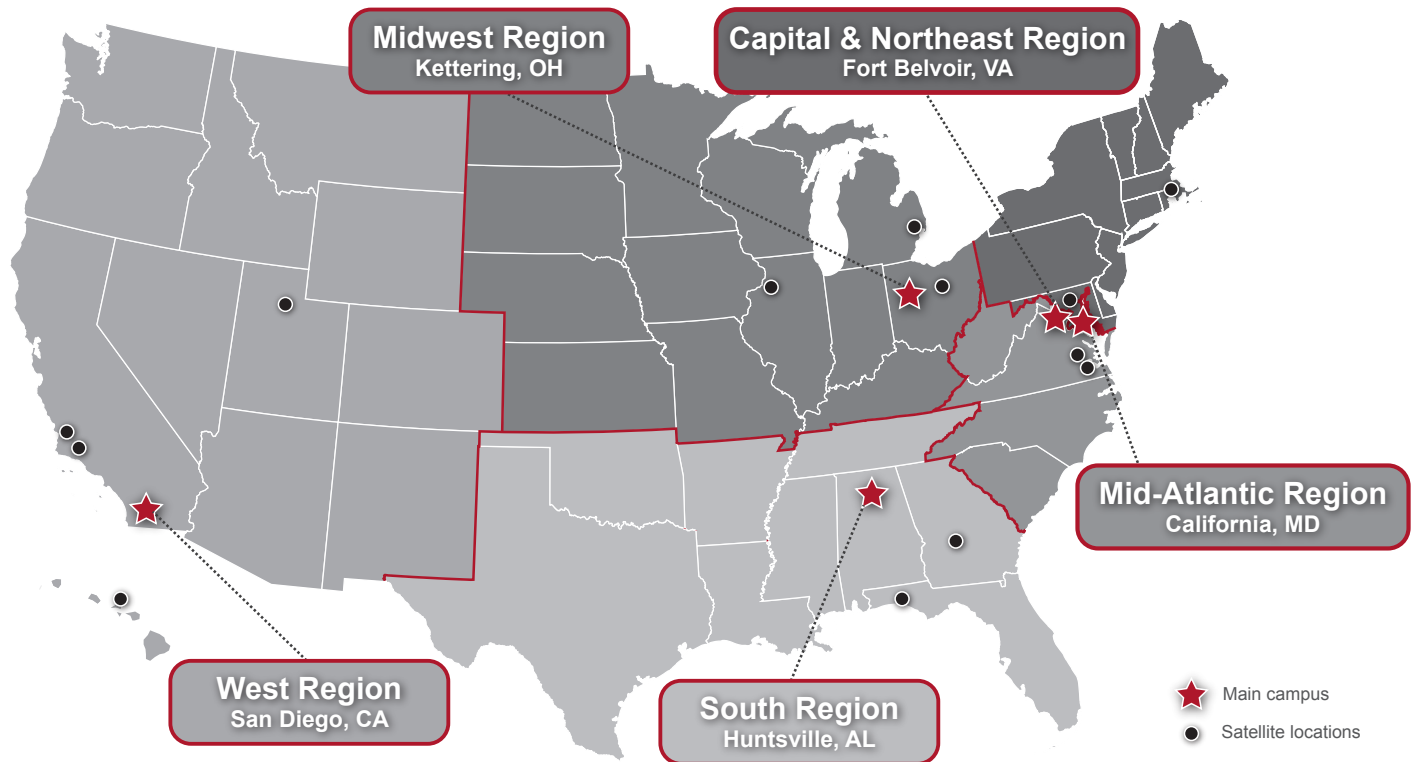
Chief of Staff
Joe Johnson

Biography

Customers



Locations



Colleges

In addition to the regional locations listed above, DAU also has two colleges.

College of Contract Management

Fort Lee, VA

Defense Systems Management College

Fort Belvoir, VA

Accreditations



DAU is accredited by the Commission of the Council on Occupational Education



DAU is accredited by the International Association for Continuing Education and Training and is authorized to provide Continuous Education Units

Awards



**DAU Recognized Leader
in Acquisition Training**

Publications



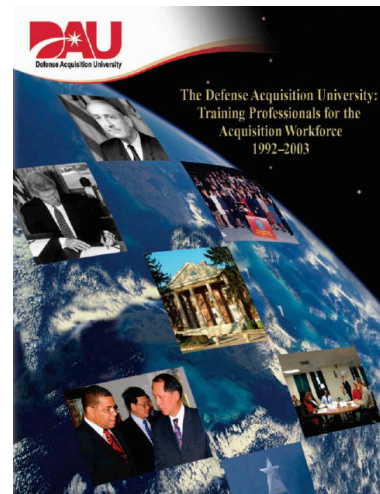
Defense Acquisition Magazine



Defense Acquisition Research Journal



2019 DAU Annual Report



**The Defense Acquisition University:
Training Professionals for
Acquisition Workforce 1992-2003**

Branding Guidelines

The Defense Acquisition University brand identity communicates the essence of who DAU is and what DAU does.



[Click to download](#)

DAU Logo

The DAU logo was designed to represent a forward-looking, best-in-class learning organization. It incorporates a clean, modern typeface and two graphic elements: the pathway of learning, which leads in a forward motion to the seven-pointed star representing success and a best-in-class status.

Color

For professional printing, the DAU red specifications are:

- PMS 187C
- CMYK (C: 0, M: 100, Y: 74, K: 26)

Screen specifications are:

- RGB (R: 166, G: 25, B: 46)
- HTML: A6192E

Size

Downloadable logos are provided in sizes ranging from 1 inch to 4.5 inches (measurements refer to width of logo). Whenever possible, use the provided files without scaling them (making them bigger or smaller).

Legend

The words “Defense Acquisition University” (“the legend”) appear under the logo in Arial Narrow only if the words “Defense Acquisition University” do not appear elsewhere on the page as a title. The legend does not appear if the logo is less than 1.5 inches wide as the legend will not be completely legible.



[Click to download](#)

DAU Seal

Defense is represented by the shield, which is black to denote strength and solidity. The torch stands for leadership and learning, the book for study and publication. The portico represents the center of learning and research. The laurel and oak sprigs stand respectively for honor and strength. Blue stands for the Department of Defense; gold stands for excellence, white for integrity.

Use

The DAU seal will be used on:

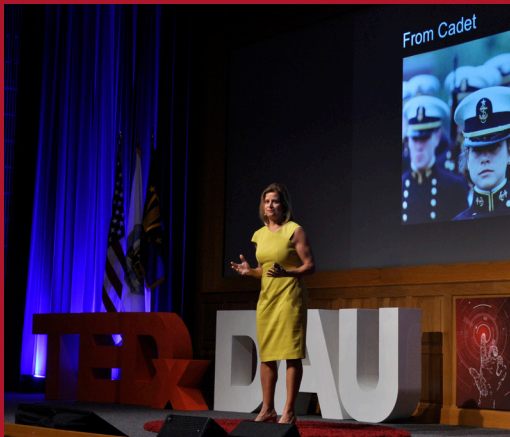
- Official documents
- Student certificates
- Transcripts

The DAU Seal will never appear on the same page as the Logo.



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Contacts



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www.DAU.edu

Social Media



[/Defense-acquisition-university](https://www.linkedin.com/company/defense-acquisition-university)



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[/defenseacquisitionuniversity](https://www.youtube.com/channel/UC...)

