

Council Presidents and Independent Chapter Presidents Meeting

December 9, 2021



Agenda

- Programs Update
- Strategic Metrics
- Social Media Cookbook
- Speakers Bureau
- Improving Chapter Effectiveness
- Discussion
- Closing Remarks

Program Updates

- Completed SW Leaders Workshop
 - San Diego, CA
 - 120 leaders attending
- Staff Returns to HQ Building 3 January
- MOAA Store Update
- AMS/CM Update
- Travel and Virtual Meeting Stipends

Key Dates

| | |
|---|-----------|
| Community Outreach Grant Applications opened | Dec 1 |
| Community Sponsorship Applications opened | Dec 1 |
| Monthly Roundtable: Harris Communication Award Process and Criteria | Dec 30 |
| Mercer Ad Program Begins | Jan 1 |
| Monthly Roundtable: Social Media Cookbook | Jan 27 |
| Communications Award Submission Deadline | Feb 1 |
| CP/ICP meeting | Feb 17 |
| Monthly Roundtable: Legal Matters | Feb 24 |
| Community Outreach Grant Application Deadline | Feb 28 |
| Scholarship Application Deadline | March 1 |
| Monthly Roundtable: Generating Revenue | March 31 |
| Advocacy in Action/Council Presidents Seminar | Apr 25-28 |

2022 Leader Training Workshops

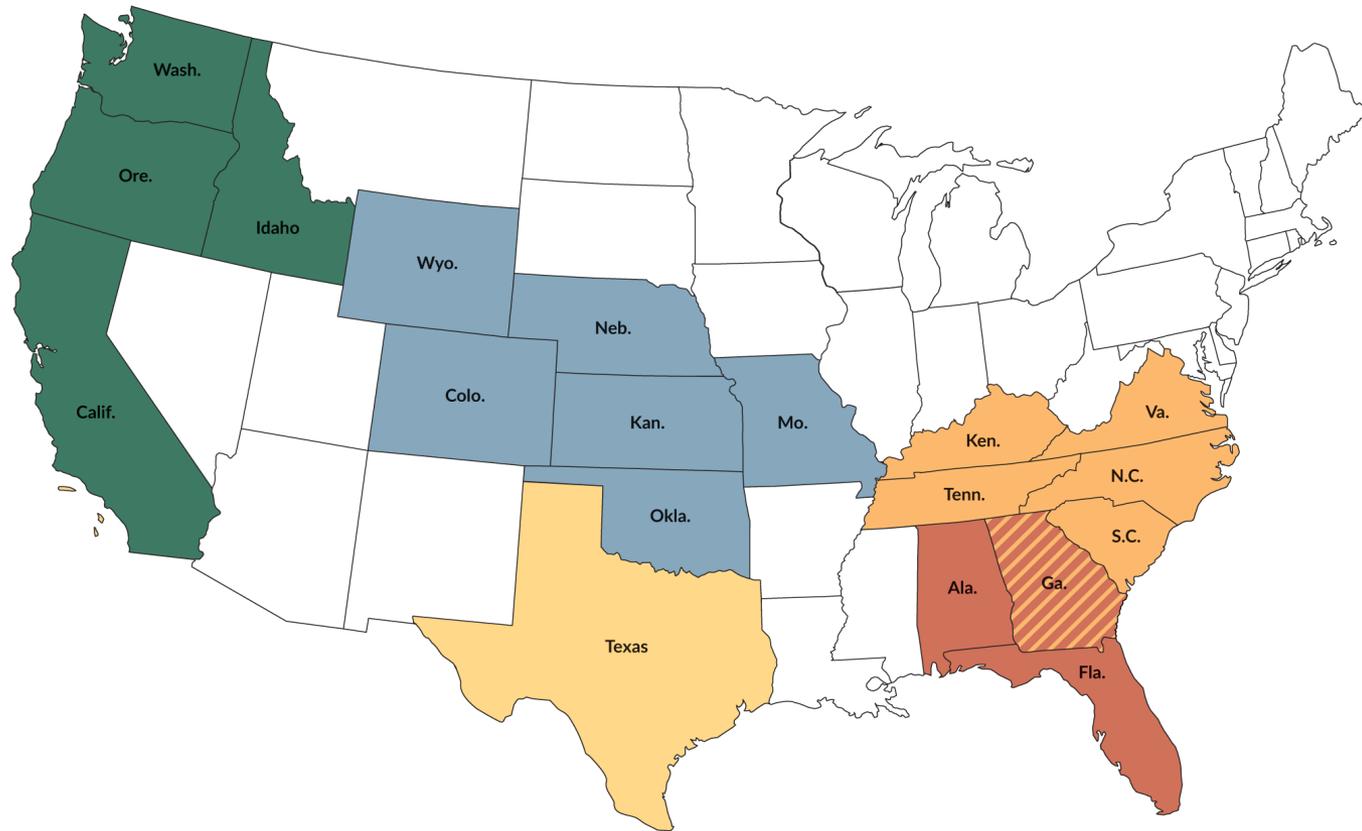
Leadership Seminar
Orlando, FL
January
AL, FL, GA

Northwest W/S
Tacoma, WA
June 3-4
ID, OR, WA, N. CA

Mid-Atlantic W/S
Raleigh, NC
Aug. 12-13
GA, KY, NC, SC, TN, VA

Middle U.S.
Omaha, NE
Sept. 23-24
CO, WY, IA, KA, MO, NE,
OK

Texas W/S
Nov. 18-19
TX



2022 Strategic Metrics Council & Chapter Affairs

| Metric (Report Semi-Annually) | Trend (years) | Report to |
|--|---------------|-----------|
| Number of affiliates | 3 | Board |
| Number of members of geographic/virtual chapters, satellites | 3 | Board |
| Leaders trained | 3 | Committee |
| MOAA national members who belong to a chapter | 3 | Committee |
| Chapter members who are national members | 3 | Committee |
| Number of Board members who are chapter members | 3 | Board |

Social Media Cookbook

- Social Media can help
 - Energize and retain current members
 - Recruit, particularly younger officers
- Training covers
 - major platforms, trends, best practices
 - using social media as a tool to reach goals
- January roll-out
 - Live Regional Workshop Presentation(s)
 - Recorded Webinar/Roundtables
 - Published slides

Speakers Bureau

- MOAA affiliates will have the opportunity to benefit from a MOAA Speaker's Bureau
 - Primarily virtual resources
- Resources
 - MOAA Subject Matter Experts
 - Volunteer Leader Subject Matter Experts (Identified affiliate volunteer leaders)
 - Partner with Non-Profit Organization contributions (shared content with partner VSOs)
 - Outside speakers (motivational, inspirational, operational)
 - Previously recorded (workshop speakers, Annual Meeting Speakers)

Speakers Bureau

- Planning and Implementation Timeline:
 - Survey chapters and councils on **content, capability**, and contribution Dec 2021-Jan 2022
 - Decision on best platform to host this capability February
 - Integration with MOAA Strategic Plan and other programming initiatives
 - Post content gradually ongoing
 - Advertising and awareness campaign March

Increasing Chapter Effectiveness Principles

- Link to 2022-2026 Strategic Plan
- Effectiveness of network is primary focus
 - Maximize legislative influence in every state
 - Maximize community service
 - Maximize MOAA visibility
 - Contribute to national membership growth
- Individual affiliates
 - Need to contribute to the above
 - Need to be viable and sustainable
- Council President involvement
 - Collaborate on metrics/development of assessment tool
 - Provide observations and input
 - Access data via shared dashboard
 - Assist with tailored support

Increasing Chapter Effectiveness Process

- Establish baseline
- Determine status of “dormant” chapters
 - Administratively close OR move to ailing status
- Provide tailored support to individual chapters
 - Assess areas of need
 - Assist ailing chapters
 - Rescue to return to health OR
 - Revert to satellite status OR
 - Close and realign membership to nearby chapters
 - Assist stable chapters
 - Maintain healthy chapters
- Parallel development of assessment tool

Assessment

What Are We Measuring?

- Limitations
 - Data limited to that reflected in our database
 - No data currently collected from chapters
 - Doesn't account for variance of chapter by-laws or activities
- Current Indicators
 - Committee Module usage
 - Officer positions overall, legislative liaison assignment
 - Member retention
 - Website existence
 - Time since last national visit
 - Visit reports
 - MOAA electronic newsletter subscriptions
 - Electronic Funds Transfer Capability
 - LOE participation and Input
 - Communications Award participation and input

Assessment

What Should We Measure?

- Basics
 - Legislative Advocacy/Engagement
 - Impactful Community Service
 - Membership Growth
 - Sustainability
- Relevant factors may include
 - What is the chapter's stated purpose/mission
 - Input from national and CP visits; National and Council engagement
 - Advocacy in Action, Legislative Action Center involvement
 - Sponsorship and grants, independent community service
 - Recruiting, retention, leadership succession
 - Use of committee module/other electronic tools
 - Training and collaboration
 - Incorporation, tax status, liability insurance
- Stakeholder input
 - What makes an effective affiliate?

Other Considerations

- Resourcing assessment tool
- Correlation to awards and incentives
 - LOE and Comms award criteria as indicators
- Chapter data collection compliance
- Chapter catchment area alignment
- Applicability of standards to VC's
- Independent Chapters – Council?
- Unaffiliated MOAA members – Council?

Discussion?

Closing Remarks



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