



CHAPTER AND STATE GOALS **2011**

June 2009

Theme 1 – Educate the Public

- 1a. Chapter conducts or supports at least one outreach program for non-AFA audience per year**
- 1b. Chapter conducts at least one program per year for AFA members that promote an understanding of national defense or aerospace issues.**

Theme 2 – Advocate Aerospace Power

- 2a. Chapter annually makes personal contact with each member of the House of Representatives or staff within their chapter area (collaboratively within the state).**
- 2b. State annually makes personal contact with each Senator or his/her staff.**
- 2c. Chapter contacts each Member of the House of Representatives (or staff) in their chapter area at the start of each new Congress (every 2 years) to offer complimentary AFA Membership.**

2d. State contact each Senator (or staff) at the beginning of each new Congress (every 2 years) to offer a complimentary AFA Membership

2e. Chapters invite local/state/national politicians and/or staff representatives to chapter events

2f. Chapter (with local aerospace industry) makes contact with industry leadership to build relationships, including inviting industry participation in and support for chapter events.

Theme 3 – Support USAF & AF Family

3a. Chapter (near an active duty, guard, reserve unit, or a civilian institution supporting USAF) conduct or support at least one program per year to recognize/support USAF/ANG/AFRES personnel.

3b. Chapter (near an active duty, guard, or reserve installation) conducts or supports at least one program per year to support the families of the deployed forces.

3c. Chapter conducts or supports an education program or activity for dependents.

3d. Chapter conduct or support at least one Veteran/Retiree program per year.

3e. Chapter (near a cadet activity) conducts or supports at least one program per year

3f. Chapter (near AF installations) makes personal contact with senior officers/NCOs at least once per quarter to build USAF leadership-AFA-relationships.

3g. Chapter (near AF installations) contacts the Base Education Officer at least once per year to build awareness of AFA

scholarship and grant opportunities.

3h. Chapter conducts or supports at least one aerospace education program per year

3i. Chapter conducts or supports at least one aerospace or, science, technology, engineering, and math (STEM) program per year.

3j. Chapter selects a Teacher of the Year.

3k. State annually selects a State Teacher of the Year.

Theme 4 – Strengthen AFA Field Operations

4a. Chapter publishes and distributes a newsletter quarterly

4b. Chapter recruits new members totaling at least .75% of chapter strength per quarter

4c. Chapter conducts one annual local membership drive/AFA awareness campaign

4d. Chapter implements membership retention program

OTHER CHAPTER REQUIREMENTS:

1. Chapter/State submit annual officer roster (31 Oct)

2. Chapter submits annual activity and financial plan (31 Dec)

3. Chapter/State submit quarterly activity & financial reports (45 days after end of quarter)

CHAPTERS, STATES AND REGIONS ARE ENCOURAGED TO DO THE FOLLOWING:

1. Chapter: annually submit individual & unit awards to state
2. Chapter: participate in quarterly state meeting.
3. Region: submit full complement of Exceptional Service Awards (ESA) and Medal of Merit (MOM) annually
4. Region: submit at least one nomination for Presidential Citation or Member of the Year annually
5. State/Region: submit at least two chapter level awards annually
6. State: conduct quarterly meetings to include one for the election of state officers.
7. State: prepare and submit annual Activity and Financial Plans.

OTHER COMMENTS:

The State president ensures chapter activities qualify for fulfilling the goals. The Region president does this in the absence of a State president and provides quality control.

PLANNING AND REPORTING TEMPLATES FOR 2011

Chapters and States

AVAILABLE IN THE PLANNING SECTION OF <http://www.afa.org/members/library.asp>

Field Activity Planning and Reporting Guidelines

The purpose of this document is to provide guidance to Region, State, and Chapter presidents when developing annual activity plans and reporting quarterly activities. It provides working definitions of key words used in the Strategic Plan goals, examples of what is intended by each goal and what should and should not count for meeting those goals. It is not all-inclusive and should be used for guidance only. Common sense and good judgment should dictate whether a program or activity meets the intent of the goal, but the key is whether some proactive effort was made to further the mission of AFA.

WORKING DEFINITIONS:

Conduct-the act of organizing, managing, sponsoring, providing direction to, and/or controlling the event. This implies action on the part of the chapter, not merely presence. It does not preclude working with other organizations. In Air Force terms, it is the OPR (Office of Primary Responsibility).

Support can be in the form of helping to organize, speaking to, mentoring, taking an active part in (participating), or assisting. Some active engagement must be indicated. It implies working with other organizations. In AF terms, it is the OCR (Office of Collateral Responsibility).

Attend - To show up and observe (maybe even be introduced as representing AFA).
Is “attending” the same as “participating”? No. While attending events as an AFA representative is commendable and encouraged, to count for support payments some action should be demonstrated (e.g. “participate” or “Support” in addition to attending).

Contact - To write to, email, or call an individual or his/her representative in order to invite to, or inform about AFA activities (sending a newsletter alone is not sufficient).

To Select - To choose from one or more candidates meeting criteria specified for the program,

Program - Any pre-arranged plan or course of proceedings. A program is an event organized, sponsored, or cosponsored by the chapter that presents the AFA message to its audience. Examples: a meeting with a guest speaker, symposia, an event to support or advocate the AFA mission, etc. Note: A meeting with no purpose other than to socialize is not a program.

Cadet - an active member/enrollee in CAP, AFJROTC, AFROTC, USAFA, or Silver Wings as an adjunct to Arnold Air Society.

Theme 1 - Educate the Public

1a. Chapter conducts or supports at least one outreach program for non-AFA audience per year

What are examples of “outreach” programs?

- 1. A program is an event/activity that is organized, sponsored, or co-sponsored by the chapter that presents the AFA message to its audience.**
- 2. It’s a “tell the AF, national defense and aerospace story” program. The event could be a meeting with a speaker; a trip to a base or AF museum etc ... something that brings the non-AF folks into contact with AF related things—people, equipment and/or issues. This could include: a SERIES of Letters to the Editor or OpEd page articles in the local paper signed by a Chapter Officer, or an historical or current airpower event about aerospace power presented to an organization (e.g. how AF plays in Iraq).**

1b. Chapter conducts at least one program per year for AFA members that promotes an understanding of national defense or aerospace issues.

Theme 2 - Advocate Aerospace Power

2a. Chapter annually makes personal contact with each member of the House of Representatives or staff within their chapter area (collaboratively within the state).

2b. State annually makes personal contact with each Senator or his/her staff.

Note: Contact for the purpose of inviting them to the AFA Congressional Reception (previously the “Breakfast”) or to join the AF Caucus counts.

2c. Chapter contacts each Member of the House of Representatives (or staff) in their chapter area at the start of each new Congress (every 2 years) to offer complimentary AFA Membership.

2d. State contacts each Senator (or staff) at the beginning of each new Congress (every 2 years) to offer a complimentary AFA Membership

2e. Chapters invite local/state/national politicians and/or staff representatives to chapter events

What counts?

- Phone calls, personal invitation, emails**

What does not?

- **Standing invitations or sending only a newsletter.**

2f. Chapter (with local aerospace industry) makes contact with industry leadership to build relationships, including inviting industry participation in and support for chapter events.

Theme 3 - Support USAF & AF Family

3a. Chapter (near an active duty, guard, reserve unit, or a civilian institution supporting USAF) conducts or supports at least one program per year to recognize/support USAF/ANG/AFRES personnel.

Examples of “programs” that count:

- **“Salute” programs (e.g. “Salute to ACC”, “Salute to AF/A3”, etc)**
- **Chapter conducts or supports programs designed to recognize top performers (e.g. Annual Awards banquet)**
- **Base/Wing Awards Programs (chapter provides monetary reward and or free AFA membership, or presents AFA awards)**
- **Recognition programs like “Unsung Heroes (Hurlburt)” or “Eglin All Stars” (winners are treated to a free lunch, presented with coin/t-shirt/book/membership/etc.**
- **Participate in an Airman Leadership school graduation by presenting an AFA award (counts as support)**

3b. Chapter (near an active duty, guard, or reserve installation) conducts or supports at least one program per year to support the families of the deployed forces.

Examples that count

- **Participate in the on-call help desk activities run by the Services Squadron (e.g. cut grass, fix toilets etc for families of deployed Airmen).**
- **Conduct picnics for family members**
- **Provide non educational financial aid or other forms of aid for family members**
- **Providing monetary donations to support existing DoD family support programs**

3c. Chapter conducts or supports an education program or activity for dependents.

Examples of Ed support programs.

- **Promote the CCAF program and AFA's work with CCAF.**
- **Work with the Base Education Officer to ensure maximum distribution of AFA Scholarship forms/info for AF personnel and families.**
- **Participate in a "college fair" to talk up your alma mater and the Air Force.**
- **Fund raising event for family member scholarships.**
- **Providing scholarships to family members.**

3d. Chapter conducts or supports at least one Veteran/Retiree program per year.

Examples of programs:

- **Monetary or other donations to Veteran's hospitals or care centers.**
- **Presentations at chapter events on veteran's benefits/programs.**
- **Presentations focused on aviation history, AF history.**
- **Commemoration ceremonies or events-- active engagement in these as lead or support, not simply attendance.**
- **Participate in a Veteran's Day parade with an AFA Float/Car/etc. with banner.**
- **Chapter support the Retiree Office on base with manning and support.**
- **Chapter makes presentation during TAP (Transition Assistance Program).**

3e. Chapter (near a cadet activity) conducts or supports at least one program per year

What counts?

- **Making presentations to cadet organizations.**
- **Making monetary or other donation to cadet organizations to support their mission, not for social events (e.g. helping to sponsor a 5K run).**
- **Presenting AFA awards or other recognition.**
- **Mentoring.**
- **Involving cadet organizations in your chapter activities.**

What does not count?

- **Simply attending cadet events—nice to do, but not a counter.**

3f. Chapter (near AF installations) makes personal contact with senior officers/NCOs at least once per quarter to build USAF leadership-AFA-relationships.

3g. Chapter (near AF installations) contacts the Base Education Officer at least once per year to build awareness of AFA scholarship and grant opportunities.

3h. Chapter conducts or supports at least one aerospace education program per year

What are examples of Aero-Ed programs?

- Anything related to STEM, aviation, space, weather, or cyberspace

What counts?

- Participation can be in the form of helping to organize, speaking to, mentoring, taking part in, or assisting.
- Sponsoring the AFA Visions program.
- Non-STEM related grants that otherwise support Aero-Ed count, but there should be no double-credit for the same event.
- Taking part in youth group activities that are Aero-Ed related, e.g. Boy/Girl Scout aerospace/computer/STEM type badges; participating and supporting a CAP/ROTC/AFJROTC program such as an Encampment, Flight Day, or Museum excursion, as long as an AFA member is present.

Note--Participating in the teacher of the year program does not count here as there is a separate objective for that.

3i. Chapter conducts or supports at least one aerospace or, science, technology, engineering, and math (STEM) program per year.

What does this mean?

- To provide assistance to these programs, through active participation, monetary contributions, or providing material.
- What are we (AFA) trying to do?
 - Inform the public of the deficit in qualified graduates to fill Aerospace/STEM jobs.
 - Facilitate improved Aerospace/STEM teaching in our schools.
 - Supporting educators and students in teaching, studying and pursuing these subjects.
 - Strengthening the nation's ability to meet its defense needs.

What are examples of STEM program?

- **Chapter matching grants (if focused on Aerospace/STEM activities).**
- **Supporting formal education classes in Aerospace/STEM subjects (e.g. mentoring students or teachers in the classroom).**
- **Clubs, organizations, or activities that have science, technology, engineering or math as a foundation of what they do.**
- **Sponsoring teacher’s workshops, or any program that will inform parents of the need for increased funding for Aerospace/STEM.**
- **Sponsor a trip for students to attend a Space Camp, or visit science or air and space museums, etc.**
- **Chapter sponsor an awards category in a Science Fair and present awards in the aerospace/science/math areas.**
- **Serving as a science fair judge.**

What kinds of things would NOT count?

- **Activities that involve simply attending an event as an observer versus actually doing something**
- **The “Visions” program would count under item 1c and would not double count for this**
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3j. Chapter selects a Teacher of the Year.

- **Ideally, this means the chapter informs the school districts of the ToY program, then solicits nominees and selects a chapter Teacher of the Year IAW the AFA program. Because it is a K-12 program, it is not confined to STEM teachers since those don’t exist in the elementary schools, per se. The emphasis must be on STEM/Aerospace related curricular activities.**
- **The minimum criteria, however, only need be IAW what is published on the AFA website. That allows a chapter simply “select” a teacher through a non-competitive process.**

- **Multiple teachers of the year may be selected by a chapter, but only one overall chapter Teacher of the Year can be forwarded to the State and only that person will receive the AFA National award.**

3k. State annually selects a State Teacher of the Year.

Theme 4 - Strengthen AFA Field Operations

4a. Chapter publishes and distributes a newsletter quarterly

4b. Chapter recruits new members totaling at least .75% of chapter strength per quarter

4c. Chapter conducts one annual local membership drive/AFA awareness campaign

4d. Chapter implements membership retention program

What are examples of retention programs?

- **Review the monthly rosters, contact (in person preferably or by phone ... letters only as a last resort) those who fail to renew. Other “related” programs might include greeting newcomers, involving them in chapter activities, etc ... but those are “higher level” and more abstract in terms of a direct effect on retention.**
- **At each executive council meeting held monthly, chapter divide up “call duties” to those expiring members. Chapter sends out pre-completed post cards to expiring members with a message for the next activity and or how important their support is to AFA.**

THE 2011 CHAPTER SUPPORT PAYMENT FORMULA

**Rosters, Plans, Reports – Required to Pass “GO”
(No Paperwork – No Money)**

- **25% -- Membership (0.75%)**
 - **25% -- Newsletter**
 - **25% -- Complete 1 “Conduct-Support” Goal**
 - **25% -- Complete Any Other Goal**
 - **Another “Conduct-Support” Goal**
 - **Other (“Contact-Select-Invite”) Goal**
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- **25% Bonus -- Complete All of the Above & Either:**
 - **1.5% or Greater Membership Recruitment**
 - **- or-**
 - **Complete Additional “Conduct-Support” Goal**

**Additional Bonus: Other Than Education (OTE) Matching Grant
(Complete 100% support requirement first)**