



Executive Committee Meeting

Wednesday, March 11, 2015 – Hilton Alexandria Mark Center, Alexandria, VA

Attendance

Attending

National Officers

John Mogge

Jane Penny

Gary Engle

Joe Schroedel (non-voting)

Kurt Ubbelohde (VP
nominee)

Bill Bersson (incoming
Chair, AOF)

Harold Rosen (non-voting)

Executive Committee Members

Bill Bersson

Marvin Fisher

Jim Hagan

Gita Murthy

Robert Schlesinger

Strategic Plan Review Task Force

Michelle Goodare (St. Louis)

Italia Gray (Los Angeles)

Ed Mears (Phoenix)

Melissa Smith (Baltimore)

Steve Williamson (South Florida)

SAME Staff (non-voting)

Bill Anderson

Dana Bach

Nick Desport

Eileen Erickson

Marc Bialek

Ann McLeod

Kathy Wilson

Not Attending

National Officers

Mike Giorgione

Bill Brown

Rich Khalil (non-voting)

Executive Committee Members

Ben Redding

Bill Grip

Strategic Plan Review Task Force

Christine Pascus (Memphis)



Agenda

The agenda (enclosure 1) was followed. The meeting was convened at 1:30 PM with a quorum and adjourned at 3:30 PM. Briefing slides are attached at enclosures 2, 3 and 4.

1. Pledge of Allegiance, Call to Order, and Welcome

- a. The President welcomed the Executive Committee and conducted a Pledge of Allegiance to the flag.
- b. The President then talked about the recent split of this meeting and the Strategic Planning session:
 - i. Historically, the spring Executive Committee Meeting is where the Strategic Plan is reviewed for the year; however, the Executive Director recommended that the Society would be better served by having a thorough, in-depth review of the Strategic Plan to cover the period 2015-2020; further that the review be completed by 15 September in order to align the plan with the SAME HQ budget development which begins in mid-September.
 - ii. This year and in the future, the president-elect's review of focus areas to support the strategic plan will be held at the winter Post Leaders / Student Leaders Workshop as executed this year.
- c. The President also welcomed Kurt Ubbelohde, nominee for VP and Bill Bersson, the new Chair of the Academy of Fellows for the 2015-2016 Board of Direction
- d. The Executive Director drew attention to the Executive Committee Meeting binders and the information enclosed within.
 - i. The President specifically mentioned the call for Board topics in the Additional SAME Information Tab.
 - ii. The XD also pointed out the timeline for completion of the Elected Director nominating committee which is being chaired by RADM (Ret) Gary Engle.

2. Strategic Planning Task Force Briefing

- a. The Executive Director began by stating that the Society's Strategic Plan needs a thorough review that is driven by thoughtful strategic questions that represent the challenges we face today and that the review should begin from the post level up in order to gain a full appreciation for the challenges posts are facing. Further, the XD noted that the challenges faced by the Society present huge opportunities to embrace the change in mission the Society adopted in May, 2014.
- b. The bottom up review that was kicked off at the February Post Leaders Workshop and led by the President-Elect, Jane Penny illustrated several key points:



- 1) Jane worked with the Post Leaders to ensure that the Posts understand and are embracing the Strategic Plan.
 - 2) Without the support of those Posts, the Strategic Plan would not be effective for the Society.
 - 3) She established a Task Force consisting of two representatives from each of the Small, Medium, and Large Post groups (about 35 representatives each at the PLW); the TF is chaired by the Director of Membership and Post Operations, Marc Bialek.
 - 4) The six TF members were invited to the March events in Washington and appeared before the Executive Committee to present their initial review findings.
- c. The Executive Director then went over the Strategic Plan Briefing (enclosure 2)
- 1) The brief addressed the history of the SAME Strategic Planning process and how our new approach would benefit the Society.
 - 2) The new plan would not only be much more influenced by the needs of the Society, but would also provide a concrete structure for the next five years.
 - i. The structure would help Posts achieve the Focus Areas within the Strategic Plan, but would also drive the budget of the Headquarters.

Marv Fisher, Elected Director on the Board remarked that having the Strategic Plan change yearly in the past seemed to be driven by the changing of the Leadership of the Society every year. However, he believes that the new Strategic Plan, particularly the plan driving the budget, is a needed and welcome change.

➤ **Action Item: The new Strategic Plan for 2015-2020 will be put in place by September 15, 2015.**

- d. Marc Bialek went over the Strategic Planning Analysis PowerPoint (enclosure 3).
- 1) He and the Executive Director developed an online survey to get a read on the current feeling in the Posts regarding what is working, what isn't working, and what Headquarters can do to better support the Posts.
 - i. 87 of 506 Post Leaders responded to the survey (17%)
 - ii. 2%-5% is the industry norm for Market Research surveys, so response was well above the industry standard.
 - 2) Overall, the Posts feel they need more information and a way to communicate between Posts to help share practices and policies.
 - 3) Among the Focus Areas, the one the Posts felt least familiar with was "Maintaining Relevance".
 - i. STEM Outreach and Veteran Support are more popular topics
 - ii. How to "maintain relevance" is not well understood by members or Post Leaders



- e. Steve Williamson, President of the South Florida Post and representative for the Small Posts outlined his findings from the Small Post Session. (enclosure 2)
 - 1) Relevance is a difficult idea to communicate to members.
 - 2) Society needs to involve more than just DoD:
 - i. At his Post they have invited FBI, DEA, county government and county facilities like water and sewer to be involved.
 - ii. SAME needs a brand or a tagline.
 - iii. Would help to get the younger members involved.

Executive Director interrupted to allow Eileen Erickson, Director of Marketing and Communications, to speak about the development of a Strategic Communications Plan by the Headquarters. This could provide some of the targeted marketing that the Posts are looking for.

- iv. Getting involved with local schools allows for Post involvement with less money, but more time invested.
 - v. The Small Posts would welcome the help from a National Foundation to assist with awarding scholarships and funding STEM events.
- f. Ed Mears from the Phoenix Post and Michelle Goodare from the St. Louis Post briefed on the Medium Post Session findings (enclosure 2).
 - 1) The Medium Posts are maintaining relevance by participation and partnering with other organizations such as ACEC, APWA, CMAA, SMPS, DBIA, etc.
 - 2) They are focused on topics that are important to the local community.
 - 3) Again, STEM and Veteran Support are of more interest than the Relevance focus area.
 - 4) They feel like they need Headquarters to help with reaching out to new members to welcome them to SAME and get them engaged.
 - 5) Best Practices need to be shared amongst Posts.
 - 6) Overall, providing career support for the members may be the best way to get them involved.
- g. Italia Gray from the LA Post briefed on the Large Post Session findings (enclosure 2).
 - 1) The relevance focus area is hard to communicate.
 - i. Diversity might be a better word and foster more support and participation.
 - 2) The Posts are looking for support more locally.
 - i. Local government, local service providers, local energy sector.
 - 3) STEM outreach is well covered and well understood.
 - i. Posts need to have an open forum to exchange ideas and materials for all Post events, not just STEM.
 - ii. Give membership to all scholarship recipients and continually check up on them to see how we can keep them involved.
 - 4) Veteran Support was less successful.



- i. Posts felt like they weren't making enough impact.
- ii. Supporting the Veterans needs to be more personal, connecting with a veteran by spending time rather than money.
- iii. The Large Posts felt this focus area needed to be updated.
- h. The review of the SAME Strategic Plan by the Task Force will inform the focus areas of President-Elect, Jane Penny, for her 2016 term as President.

❖ **Recommendation to the Executive Committee: Conduct a thorough review of our Strategic Plan in accordance with proposed timeline to maximize strategic opportunities and align SAME processes and resources.**

The President called for a vote, the vote was unanimous for stated recommendation.

3. JETC Task Force Update

- a. Ann McLeod, Director of Meetings and Expositions briefed the Executive Committee on the findings of the Task Force.
 - i. Proposed MOA in enclosure 4.
 - 1. MOA provides a scalable structure allowing the Host Post for JETC to gain more revenue sharing by providing more logistical support to Headquarters.
 - 2. Establishes exactly how much support the Host Post will need to provide and what they can gain from it.
 - ii. MOA would be implemented at JETC 2016 in Phoenix.

❖ **Recommendation to the Executive Committee: Approve the MOA as stated for JETC 2016 in Phoenix.**

Elected Director Bob Schlesinger asked what the current profit share is for 2015. Ann responded that it is 15%. Bob then asked why we should approve the MOA since it provides less profit share than the current agreement. Ann reiterated that this MOA helps establish exactly how much support the Host Post is willing to provide to Headquarters. The MOA is scalable to post size, as a Large Post would theoretically have more volunteer support than a Small Post would. The President closed the discussion by stating that this is the recommendation of the Task Force that was convened for this expressed purpose; the Executive Committee needs to approve or reject the MOA.

RVP Jim Hagan asked about the implementation of the MOA and if it would be too soon to implement for 2016. Ann responded that it was the Task Force recommendation to implement for 2016.

◆ **Motion: Approve the JETC Memorandum of Agreement for implementation at JETC 2016 in Phoenix.**



Motion was seconded. Motion was passed with one opposed.

4. Open Discussion

Open discussion was suspended as the meeting was already running over proposed time.

5. President Guidance and Conclusion

The Executive Committee Meeting was concluded at 3:30 PM.