SAME Board of Direction Minutes

1500-1700, Monday, May 22, 2017
Columbus Convention Center, Columbus, OH

Attended			
John Accardi	Matt Altman	Joe Angel	Brian Balukonis
Buddy Barnes	Bill Bersson	*Bob Bevins	John Blaisdell
Mike Blount	*Patricia Bonilla	John Cawthorne	Richard Cox
Amy D'Alonzo-Basehoar	Mike Darrow	Rad Delaney	Nick Desport**
Marv Fisher	Jackie Hacker	Jim Hagan	Bill Haight
Mark Handley	Stuart Harrison	Tom Heinold	John Hickey
*Tony Higdon	*Rich Houghton	Allison Ingram**	Stephen Karl**
*Robert Keyser	*Sharon Krock	*Anita Larson	Cindy Lincicome
Paula Loomis	Kevin Lovell	Clarence McAllister	Ann McLeod**
*Patrice Melancon	*Cindy Miller	John Mogge**	Jill Murphy**
Kenny New	Angela Nocera	Sal Nodjomian	Kathy Off**
Wendy Parker	Jane Penny	Anthony Petroccitto	Sally Riker
Hal Rosen**	Blair Schantz	Joe Schroedel**	Jay Shirey**
Bob Sidoti	*Yvonne Simon	Richard Stump	*Lisa Thoele
Steve Thomas	Kurt Ubbelohde	Alan Watt	Corey Weaver
Ray Willcocks	Neal Wright	Josh Yerk**	
Did Not Attend			
Jim Coburn**	Jim DeGour	Siokey Gastelum-Galvez	Glenn Grubbs**
Steve Houser	Rich Khalil	Chad Lorenzana**	Ben Matthews
Gerald Morris	Tony Price	Scott Prosuch	*Bo Temple**

*New Board Member
**Non-voting

Call to Order: 1500 hrs

Prior to the actual board meeting, the group was divided into focus areas and then reported back to the Board for the formal portion of the meeting. (Ref. Encl 1)

Old Business

Awards Task Force

The Task Force has requested more time to truly evaluate the SAME Awards & Recognition system due to the lack of response from the Board. They received five responses from the board with their initial proposal.
Action: They will send out another e-mail end of June; Board members should respond before the end of July. Final recommendations will be presented at the Fall Board Meeting (Encl 2).

BOD Recognition Pin

The Board approved the creation and purchase of some type of recognition for serving on the Board of Direction. The Board was solicited with options and settled on a pin that would serve as recognition and as an identifier to members in order to spark conversation and participation. The pin was delivered to JETC and will be brought to SBC for any Board members that missed getting one.

<u>**Consent Agenda**</u>
The following consent agenda Items were approved:
- Board Minutes, 15 Nov 2016
- Executive Committee (XC) Minutes, 17 Dec 2016 & 8 Mar 2017
- Foundation Board Minutes, 30 Jan & 8 Mar 2017
- National Election Results 2017
- Bylaws & Nominating Committee Guide Revision for President Requirements

- Eight actions were presented to the Board for discussion. The Board voted to refine the actions via e-mail. After the meeting, discussion points were consolidated and sent to the Board for discussion and vote. The document (Encl 3) received a majority vote on 6-20-17.

Action: Actions resulting from the proposal are listed on the document and included in the Action Tracker (Encl 4).

New Business

<u>**Membership Streamer**</u>
There was motion to eliminate the membership streamer as part of the discussion about Sponsorship. Some felt that eliminating the pressure involved in getting the membership streamer would allow Posts to feel better about sharing members in reference to sponsorship and scholarships; this would not eliminate the necessity of providing membership numbers to evaluate Society health. Others felt that the streamer requirement has already been minimized enough over the years and eliminating it would send a negative message to Posts; it would also eliminate the positive action that some Posts take to call members individually to update their memberships.
Action: After some discussion, a motion was made to establish a Task Force to evaluate the streamer and make recommendations to the Board.

<u>**Membership Cost Structure**</u>
There was a motion for the National Office to evaluate the individual membership dues structure to make it more equitable and consistent– specifically uniformed and civilian government employee rates.
Action: The National Office will evaluate the dues structure and provide a business case for any recommended restructuring.

<u>**Executive Director Contract Extension**</u>
SAME National Staff left the room while the Board had a short discussion on extending the contract for the SAME National Executive Director. The contract extension was approved.
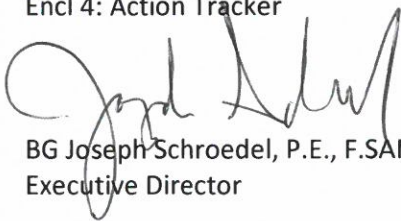
Meeting was adjourned at 1700 hrs.

Encl 1: Agenda
Encl 2: Awards Task Force Slides
Encl 3: Proposed Actions to Board of Direction
Encl 4: Action Tracker

BG Joseph Schroedel, P.E., F.SAME, USA (Ret.)
Executive Director

SAME Board of Direction Discussions & Meeting Agenda
1000-1700, Monday, May 22, 2017
Columbus Convention Center, Columbus, OH

Cannot Attend (no call-in)		
*LTCDR James Coburn**	James DeGour	Col (R) Scott Jarvis (Anita Larson standing in)
Rich Khalil**	*CDR Chad Lorenzana**	Gerald Morris (Joe Angell standing in)
LTC (R) Scott Prosuch	*MG (R) Bo Temple**	CAPT Rodney Worden

*New Board Member
**Non-voting

TIME	AGENDA	BRIEFER
0800 – 0850	National Leadership Breakfast (Hilton Restaurant)	National Leaders (by invitation)
0900 – 0950	New Board Member Orientation **Rm B 142**	Joe Schroedel
All Board of Direction Attendees Rm C 170-172		
1000 – 1005	Call to order, Pledge of Allegiance, Plan for the Day	Joe Schroedel
1005 – 1015	President's Opening & Welcome New Board Members	Mike Blount
1015 – 1100	2016 Annual Report Video Setting the Stage	Joe Schroedel
1100 – 1230	Breakout Discussions (**see encl 1**)	All
	• Mil/Govt Recruiting Program **Rm C 170-172**	Cindy Lincicome
	• Member Participation Enablers **Rm B 140**	Marvin Fisher
	• Industry-Govt. Engagement **Rm B 141**	Buddy Barnes
	• Communications **Rm B 142**	Kurt Ubbelohde
1230 – 1330	Lunch & Foundation Update	John Mogge
1330 – 1400	Wrap up Breakout Discussions	All
1400 – 1520	Breakout Session Back-briefs (20 min each)	VPs
1520 – 1530	Break	All
Formal BOD Meeting		
1530 – 1531	Call to Order	Mike Blount
1531 – 1545	Old Business	
	• Awards Task Force	Tony Price
	• BOD Recognition	Sharon Krock
	New Business	
1545 – 1555	1. Consent Agenda	Joe Schroedel
	• Board Minutes, 15 Nov 2016	
	• XC Minutes (Budget), 17 Dec 2016	
	• Foundation Board Minutes, 30 Jan & 8 Mar 2017	
	• XC Minutes, 8 Mar 2017	
	• National Election Results 2017	
	• Bylaws & Nominating Committee Guide Revision for President Requirements	
1555 – 1640	2. Strategic Plan Progress: Gaining Momentum	Joe Schroedel
	• Mil/Govt Member Recruiting (Brief Actions 1 & 4)	Cindy Lincicome

	• Member Participation Enablers (Brief Actions 2 & 7)	Marvin Fisher
	• Industry/Govt Engagement (Brief Actions 3 & 8)	Buddy Barnes
	• Communications (Brief Actions 5 & 6)	Kurt Ubbelohde
1640 – 1650	3. XD Contract Extension	Mike Blount
1650 – 1700	Summary & Adjourn	Mike Blount
1700 – 1900	**President's Reception & Recognition of Outgoing Board Members North Atrium Level 1**	Mike Blount

Society of SAME
American Military Engineers

Awards & Recognition

TONY PRICE, AMY BASEHOAR, RAY WILLCOCKS AND SALLY RIKER

WE ARE NOT DONE WITH THIS!

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Goals

- Align the awards and recognition program with the 2020 Strategic Plan
- Streamline submittal process
- Capture the work that is being done at the Post level and leverage HQ to facilitate national recognition.
- Improved communication at the Post level
  - Posts with similar awards can easily recognize their awardees in the national program

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Comments from BOD members

- Concur with highlighting the individuals who contribute at a national level in TME
- I really like the idea of a post level award being submitted to the National Level for consideration. This was we should see the best from across all of SAME
- Concur with both the mentoring and STEM awards - aligned with our strategic direction.
- **ADDITIONAL COMMENTS**
- Name of the awards. I recommend keeping the Names of the awards and using the description to highlight what the award is for. Strengthens our history & heritage
- Unclear if you agreed with the recommendation to have all regions submit nominations for all awards. I like the concept (sets an expectation for leadership in the regions), but I think it should not be forced. Standard should be that regions must consider nominating someone for each award
- SAME Mentoring award®concur with the nomination supported by a post president or a member of the national board of direction, but I'm not clear why you also insist on a Fellow nomination (could reserve that for the (Gerald C. Brown Mentoring award)
- Post Service Award - concur with expanding to one for small, med and large posts
- STEM Outreach Award and STEM Outreach Advocate Award: Not sure why two awards. First is for small, med and large posts looks the most appropriate
- For the organizational awards, concur with the universal change/clarification (FOR EMINENT CONTRIBUTIONS TO EMERGENCY PREPAREDNESS, DISASTER RELIEF, AND NATIONAL SECURITY)

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Comments from BOD members

- Recognition of Outstanding Young Members (under 40)- recommend one per region, not the 5 indicated.
- All awards-
    - a. Concur in broadening criteria to be emergency preparedness, disaster relief and national security.
    - b. Concur with all electronic submittal.
    - c. Concur that post, regional and national nominations be on the same template for ease of review at all levels.
- Mentoring Award- non-concur with recommendation to create another award in addition to the Gerald C. Brown Mentoring Award. If we need to modify the eligibility to simply add SAME member that is ok, but we don't need two awards for the same objective.
- Deletion of Technology Advancement Medal and Replacement by STEM outreach medals- three for posts and one individual. Concur. Just remember this in a few years when we see STEM as no longer the focus we do now.
- Post Service Medal. Non concur with the recommended number of awards; too many if we have one for each size post (SML) and then one per region (or is it one per post size-3- for each region?) Recommend one medal per region annually.

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Comments from BOD members

- Why do we need to have multiple awards for mentorship? Why do we have one specifically for fellows, and one for non-fellows? Aren't Fellows by their definition are supposed to be the hallmark, the definition, the Gold Standard, for mentoring?

- Disagree with desire to delete the Technology Advancement Medal. As a former Program Manager and project manager for several multi-billion dollar programs, we could not have brought them in without the innovative thinking of our private sector and federal sector team members. We want to encourage and recognize a culture of innovation. I disagree that scopes and criteria do not support innovative thinking and creativity. This award needs to stay, and be highlighted, now more than ever. Innovation will help the three services stretch their limited resources to meet their missions and achieve the capability they need.
- If we are getting poor or a lack of submissions, I suggest that we need to increase our advertising efforts for this recognition opportunity.

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Comments from BOD members

- **SAME Mentoring Award (New Award):** I think the intent of this award is good, but I don't know if we really need it. The candidate pool seems small as I would think many of the people engaging in all these wonderful facets of mentorship are probably SAME Fellows. If you do proceed with the new award, I wouldn't include the SAME Fellow endorsement requirement along with the Post Post President and National Board Member. Seems like another step that will just lead to fewer nominations.

- **Paul R. Smith NCO Medal:** I recommend changing the name to "Paul R. Smith Enlisted Medal", and change the eligibility to "Any Active, Reserve, National Guard or Retired Enlisted Member® In the YMC, we've made a concerted effort to increase enlisted membership, even standing up a YMC Enlisted Committee this year. When we did that, the founders asked that we use ³Enlisted² instead of "NCO" because it encompasses the full range of enlisted members, as opposed to "NCOs" who only represent a subset of enlisted members. If we want to push SAME as a career-long professional Society for enlisted members, it needs to start before they're NCOs and include SNCOs and Chiefs as well. I don't think anyone ever intended on excluding groups of enlisted members when using the term "NCO" but I support trying our best to be as deliberately inclusive as possible.

- **Post Service Medal:** I don't understand what you're trying to do with this Medal. Are you recommending we award ~20 total awards each year? I agree with removing the Distinguished Post criteria, but think the other recommended changes dilute the value of the medal. You could potentially award one for each level of Post since it's tough for someone to have the same level of accomplishment at a small post as a large post, but RVPs can give out RVP medals for the regional top performers.

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Comments from BOD members

Cont'd

- **Tech Advancement Medal:** Agree 100% with deleting the award.
- **YM Medal:** Minor change⬤instead o "Officer and NCO" for the military medal title, recommend calling it "Uniformed Service"⬤no need to distinguish between officer and enlisted Yms.
- **STEM Outreach Post:** Admin note⬤the eligibility criteria is for the individual award and does not apply to posts. More substantively, don't we already recognize STEM accomplishments for Posts in the streamer process?
- **STEM Outreach Individual:** I'm in favor of creating this award. However, I would start with just one award total. If you get a lot of nominations, perhaps you could consider S/M/L winners in the future. But we have enough trouble getting nominations for the awards we already have.
- **Organizational Medals:** I'm confused with how you've changed the focus of these three medals. You've changed the description to more of a focus on specific contributions to emergency prep, disaster relief, and national security, but in the criteria section you say the overall intent is to identify best practices with SAME membership. Are these awards supposed to be for contributions to SAME or contributions to the profession in line with the SAME Strategic Plan? I think it's confusing as written and may just lead to even fewer nominations to already poorly nominated awards. I don't know how valuable the organizational awards are to our Sustaining Members, but with maybe one or two nominations each year, perhaps we should consider doing away with them altogether?

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Recommendations for BOD

- All awards submitted electronically
- Similar awards at Post Level can be submitted for similar National Award. Must meet criteria.
- Mentor Award is given to both Fellow and Non-Fellow. Same Criteria
- Gerald C. Brown Mentoring Award. Modify Eligibility to include non-fellows. Do not create another award.
- Paul R. Smith NCO Medal: Change the name to "Paul R. Smith Enlisted Medal", and change the eligibility to "Any Active, Reserve, National Guard or Retired Enlisted Member.
- Post Service Medal: Delete "Distinguished Post " from eligibility. Recommend one medal per region annually.
- Technology Award: Deletion of Technology Advancement Medal and Replacement by STEM outreach medals- three for posts and one individual. Just remember this in a few years when we see STEM as no longer the focus we do now.
- STEM Outreach Individual: Start with just one award. Look at participation and determine whether increasing recipients to Small , Medium, Large
- Make these changes effective now for 2017 submissions. We will keep working on the rest.

THANKS TO KEVIN, BEN, MATT, MARK, SCOTT, NEAL, JILL, NICK AND THE AWARDS TASK FORCE AMY, SALLY AND RAY!

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SAME

Proposed Actions to Board of Direction
from 5-22-17 meeting

Proposed Actions:

1. Update and implement the Military and Government Member National *Recruiting* Program in order to bring back our core membership.
    a. Identify "touch points" throughout careers.
        i. add commander's courses.
        ii. add enlisted courses.
    b. Add USMC.
    c. Identify champions for the Academies/National Targets
    d. Establish working group led by Vice President to continue momentum, enhance and coordinate efforts with National Office, Leaders, RVPs and Post Leaders.
    e. Re-institute Enlisted/NCO Council.
2. Develop a National Standard of *Life-Long Support* through Recruiting, Retention, and Scholarships, to demonstrate care for members in order to set SAME apart.
    a. This standard should utilize all members of the Society and not only focus on Fellows.
    b. It should be a three-pronged approach:
        i. Student to member.
        ii. Member to Grave (i.e. the sponsorship does not stop with membership, but may take on a slightly different flavor).
        iii. Military to industry.
    c. Develop a National Scholarship standard that tracks scholarship recipients after the acceptance of scholarship.
3. Fully implement the Post-level Industry-Government Engagement plan (*Post Issues Workshops*) in order to enhance SAME contributions to solving infrastructure related challenges.
    a. Update the National Industry-Government Engagement plan with better focus on how Streamer Requirements fit in the plan. Reference Relationship Streamer – Required #4: Provide report on the results of issues workshops to National.
    b. Include training on Post Issues Workshops in Post Leadership Workshops.
    c. Provide an on-line tool-box or resource site for Posts and Regions to conduct Issues Workshops.
4. Implement the Volunteer Management and Best Practices training provided by the new Post Leaders Workshop in order to support the membership recruiting, retention and participation efforts.
    a. Provide a PLW training guidance product for Post Leaders to take back to Posts.
    b. Require PLW attendees to back-brief respective Posts.
    c. Consider National sponsorship of "at large" members and "transit military" members.
    d. Establish a Post Leaders opportunity at Regional and/or National Conferences.
5. Push communications from posts to national to expand "Society News" and celebrate volunteers.
    a. SAME will enable more Society News to be sent from Posts "upward" by using a targeted solicitation within a quarterly outreach to Post Leaders in order to better celebrate volunteers, spread best practices and highlight member participation for the purposes of greater functionality as One Society.
    b. Suggested enablers include:
        i. Establishing a Post Communication Chair/Director (mandatory) to manage the effort.
        ii. Develop 1-page "how-to" with guidance and suggested topics; "Prime the pump" by soliciting input from specific subset of posts each publication period to develop confidence in participants and nurture desired results. Consider developing a

Commented [OK1]: This sentence was altered based on BOD feedback.

Commented [OK2]: The BOD was in agreement with the need for such a standard with the intent to eliminate the "award and forget" mentality. Comments provided were geared toward the "how" of such a standard.

questionnaire that targeted Post can complete and that could be used in spotlighting Post in TME article/column. Brainstorm themes to assist Posts in providing relevant input (E-Week, Campers, Industry Day, Alternate Credit activities).

6. Post Annual Reports remain mandatory and will now accurately celebrate the volunteer work of our members.
    a. Incentivize and encourage Posts to submit for streamers.
    b. Add slot to Annual Report that enables Posts that do not submit for streamers to still elaborate on what they have done as a Post. This mechanism ought to serve as surrogate and/or supplement to Streamer Submission. Be sure to involve photo submissions.

7. RVPs complete assessments of posts, field chapters and student chapters by November 2017 and recommend actions to the BOD.
    a. Send additional data on assessment factors.

8. Establish the Centennial Planning TF in order to begin planning the SAME Centennial Celebration, reimagine JETC 2020, and make recommendations to the BOD.
    a. Clarify that this TF is established to celebrate the Society's Centennial which includes JETC (i.e. there may be other opportunities through media and at local levels to celebrate in addition to main focus of JETC).
    b. Create a toolbox of ways that Posts and Regions can celebrate the Centennial.
    c. TME Issues throughout the year on Past 100 and Future Path.
    d. To gain more attendees and exhibitors, enlarge the focus to include non-military/non-federal government agencies who also support national defense/natural disaster and national infrastructure.
    e. Include member on the TF with marketing/event planning experience.

Implementation:

Once approved by the Board of Direction, the BOD holds the Society accountable for fully implementing the actions. The overall benefit of this approach is to achieve *unity of effort* across the Society while enabling and building on the local goodness of Posts.

Communication: Led by Kurt Ubbelohde & Stephen Karl (support)	Industry – Govt.: Led by Buddy Barnes & Kathy Off (support)
Proposed Actions: **5, 6**	Proposed Actions: **3, 8**
Participation: Led by Marvin Fisher & Allison Ingram (support)	Recruitment: Led by Cindy Lincicome & Nick Desport (support)
Proposed Actions: **2, 7**	Proposed Actions: **1, 4**

SAME Board of Direction
Action Tracker

Meeting/ Date	Action	Responsible	Estimated Completion or Update
11-16-16	Awards Task Force	Tony Price	11-14-17
11-16-16	Re-institute NCO/Enlisted Council	Joe Schroedel w/support from BOD Members	11-14-17
Nov 16	Coalition Update from Appointed Director	MG (R) Bo Temple	11-14-17
Nov 16	Leadership Development Committee Update	YMC	11-14-17
5-22-17	Update and implement the Military and Government Member National *Recruiting* Program in accordance with the proposed actions.	Nick Desport w/support from BOD Members	11-14-17
5-22-17	Develop a National Standard of *Life-Long Support* through Recruiting, Retention, and Scholarships, to demonstrate care for members in order to set SAME apart.	Nick Desport w/support from BOD Members	11-14-17
5-22-17	Develop a National Scholarship Standard in support of the Standard of Life-Long Support.	Nick Desport w/support from BOD Members	11-14-17
5-22-17	Fully implement the Post-level Industry-Government Engagement plan in accordance with the proposed actions.	Kathy Off w/support from BOD Members	11-14-17
5-22-17	Implement the Volunteer Management and Best Practices training provided by the new Post Leaders Workshop.	Nick Desport & RVPs	11-14-17
5-22-17	Push communications from posts to national to expand "Society News" and celebrate volunteers.	Stephen Karl & RVPs	11-14-17
5-22-17	Incentivize and encourage Posts to submit for streamers.	Nick Desport & RVPs	May Board Meeting
5-22-17	Add slot to Annual Report that enables Posts that do not submit for streamers to still elaborate on what they have done as a Post.	Nick Desport	11-14-17
5-22-17	RVPs complete assessments of posts, field chapters and student chapters by November 2017 and recommend actions to the BOD.	RVPs	11-14-17
5-22-17	Send additional data to RVPs on assessment factors (post, field chapter and student chapter evaluation).	Nick Desport	Mid-July
5-22-17	Establish the Centennial Planning TF in order to begin planning the SAME Centennial Celebration, reimagine JETC 2020, and make recommendations to the BOD.	Joe Schroedel w/support from BOD Members	11-14-17
5-22-17	Establish Membership Streamer TF	Nick Desport	Mid-July
5-22-17	Membership Streamer TF reports findings to BOD	Nick Desport	11-14-17
5-22-17	Report findings on Membership Dues Structure	Nick Desport	11-14-17

*A completed task will be shown as complete for one BOD meeting and then removed from the tracker.