



# SAME Executive Committee Meeting Notes

0900 - 1215, Monday, March 27, 2023

Attended			
Mario Burgos*	Sally Clark	Craig Crotteau*	Mike Darrow
Roland DeGuzman	Summer Gladden	Mike Huffstetler	Sharon Krock
Cindy Lincicome	Ben Matthews	Dave Nash*	Charlie Perham
Rick Sloop	Mike Wehr*		
Did Not Attend			
Craig Bryant	Ryan Elliott	Robert Grainger	Suzanne Grix

\*Non-voting v Virtual Participation

## Opening

**Call to Order:** A quorum was established (10 of 14 voting members). Charlie Perham, National President and Chair of the XC, called the meeting to order. The meeting was conducted in person at Capital Week, Bethesda, MD. The planned agenda (Encl 1) was executed.

**Decisions:** There were three decisions proposed for the XC. All were approved with slight modifications as noted:

- BOD Agenda – Approved (Encl 3).
- Jacksonville Camp – Approved (Encl 4)
- Strategic Plan 2030 – Approved (Encl 5)

## Finance/Budget Update (2023 close & Jan 2024)

Mike Wehr briefed the XC on the current state of finances & budget (Encl 2). He mentioned the rigor that has been added to our processes with Taha and Mario. 2023 financial performance resulted in a net profit. The PPP loan forgiveness ended in 2022. Our external audit was performed on time this year (March – industry standard). The budget to actual analysis by department is being done monthly with a financial presentation to the XC monthly. As the Treasurer, Mario briefed the slides in detail. This presentation is regarding the operating budget and not inclusive of Foundation assets.

- **Assets.** There was a drop in property & equipment because we depreciate annually. The jump in long-term investment was because of the positive market. Overall very healthy.
- **Liabilities.** The big difference in deferred revenue is due to billing membership at the end of the year, partnerships, and JETC booth sales start the year prior. Investments are real-time – our sensitivity to the market is around 4% according to the Investment Committee.
- **Unrestricted Net Asset.** There was a nice growth, then a big dip, due to market impact. At what point do we need to change our strategy regarding expenditures or investing in the Foundation? At some point, we might decide to invest more in programs. This would be an informed discussion for the December XC Budget Meeting. COVID is a good example of why you may want to have an excess of 6-9 months of net asset.
- **Actual Revenue.** The -45% variance is due to the PPP Loan in 2022 (COVID) vs no loan in 2023.
- **Actual Expenses.** There was a -19% variance in membership dues because of the restructure.
- **Revenue and Expense Analysis.** Advertising revenue went up significantly and program support went up because of the Foundation. Charlie mentioned the impending need to adjust membership dues.

Mario highlighted the rigor and transparency of our financial processes and reporting at the National Office.

## BOD Preview

- **Orientation & Training.** Mike led the XC through the agenda for orientation and training on the morning of the BOD meeting at JETC as outlined (Encl 3). Regardless of any board governance changes related to the Strategic Plan, COIs will remain as currently structured and operating for the 2024-2025 year. Sharon will be a key NLT presence in that meeting to answer any questions or concerns. She will also be able to emphasize any points related to her focus areas.
- **Executive Director Report.** Mike gave a preview of his update on how the National Office is performing against the 5 National Priorities approved by the XC in December.
- **Membership Dues Increase (Encl 6).** Ann McLeod reminded everybody of what was approved in 2021, to include a process outlined in the slides. The reason that the process is behind this year is because we wanted to make sure that every member/company had already gone through the initial change. There are two benchmarks used to calculate dues: one is to generate 33% of operating revenue from membership dues which is really more of a goal (industry best practice) and the other is the cost to cover member expenses. Currently, only two of nine categories of membership meet one benchmark. A 2/3 majority of the board vote is required to make any adjustments. **The XC will move the decision to the board. She provided three COAs as outlined in the slides.**

### Discussion

- This is not a requirement to meet the 2024 budget, however, it was noted that event charges to members needed to increase to make up an initial deficit of \$800K. Costs are still being increased, just not through dues. The cost to serve a member is EVERY member, but only 7% of members attend conferences. Therefore, 7% of members are paying for the other 93%.
- Will we lose touch with that 93% if those 7% are the ones voting? We are relying on the success of our events to remain financially strong. We were lucky during COVID, but this is not a sustainable practice.
- Need to get the BOD in the right mindset to accept this process as a normal business procedure. Concerned about the short period of time to garner support if voting in May.
- Make the fall meeting part of the cycle for decision-making.
- What is the amount of increase? Compare it to inflation.
- Can't build a budget if dues have not been approved yet. Budget planning begins in September which makes SBC too late.
- Need to make sure the vote happens in May every year so that it is ready for budget season and get the BOD used to that part of the cycle.
- Our industry members do not have this increase built-in to their budget if we wait until SBC. Need to approve in May for execution in Jan.
- Should we have the XC add dues changes as a business decision, consistent with the idea that the XC makes business decisions and the BOD makes strategic decisions? We left it to the BOD to give them something to do. Could the BOD approve the fact that there will be an increase and then the XC approve the numbers? May need to pause on this until the Strategic Plan is out. If the BOD would agree to this being an XC decision, the XC could vote on it in August without disruption to the budget. Maybe the effort should be on the policy side? Minor dues increase should be business as usual. Timing is the reason we need a policy change. Changing the bylaws might be a longer process. **A motion was made to add a proposed Bylaws change to the BOD agenda. A majority voted to add this to the agenda.**
- **SAME Year-end National Officer Reports.** Should remain before the Strategic Plan discussion. Need to add an R2C Report (10 min). Should include impact reporting from 2023.

**The BOD Agenda was approved with adjustments outlined above.**

## Jacksonville Camp

Mike Darrow gave a brief overview of his slides (Encl 4). Part of this effort was to establish a process for approval and establishment of new camps. This camp was modeled off of other successful camps with coaching from camp directors and adherence to National Camp procedures and guidelines. NAVFAC SE proposed the camp to assist with their pipeline efforts. We slowed them down a bit to ensure that they had their processes in place. Need to share this story with others to increase the number of national camps. Virginia Tech is also considering standing up a camp. This is a great-news story for the Foundation, for Posts, and for National efforts that Communications will share. **The Jacksonville budget slide will be used as a model for all camps. The XC approved the Jacksonville Camp.**

Mike also provided an update on the 2024 Camp season. There are slots for 270 campers with 507 applicants which is a striking improvement from previous years. He thanked the marketing team for their efforts. Every camper will have at least \$400 sponsorship from a Post. Some Posts that can't support a camper directly have gone to corporate members to assist. Camp manual is under development, but gaining momentum – goal to have a product by end of camp season.

### Strategic Plan Presentation

- **Mission/Vision/Goals:** Sharon Krock, Albert Romano, and Brian Duffy gave a brief overview of the process undergone to create the proposed plan (Encl 5). This consisted of input from Posts, a working group, and an advisory group, just to name a few. While there are three goals vs five, we did not cut two out – they are enveloped in the three we have. Goals are not prioritized. It is important that we don't forget why and how we were instituted. Discussion below:
  - **Drive Partnerships.** Outstanding to pack so much impact into the four objectives of this goal with so few words. Great job being concise. There was a lot of word-smithing and effort, but we feel comfortable with where we are. As we communicate this forward, we need to make sure it is understood externally (ex: spell out A/E/C). Need to make sure we are more inclusive of the acquisition community.
  - **Deliver Solutions.** Need to be tied into NDIA as they are aligned with our direction. We do have a history with them and need to re-engage. This will empower COIs to increase engagement and find value in the organization. COVID taught us that we can have a venue that anybody can participate at any time from anywhere.
  - **Develop People.** Leadership is not as prominent which is OK – the core objective is to develop people and developing leaders is just one way to do that – this captures that effectively. Should say “build” instead of “cultivate” to tie to our industry. Glad that DEI is emphasized. Should we address other leadership traits (technical competence, character, etc...)? Some of that could be included in tasks. Need to make sure that we understand that the STEM pipeline feeds both public and private – it reads very “private industry” right now. How is it seen externally? Could be incorporated into roll-out.
- **The XC approved to move the Mission/Vision/Goals to the board.**
- **Governance Recommendations.** The key word is “realignment.” The implementation of the strategic plan should be the focus of the board to include metrics, accountability, and gap identification. Need 100% of Posts to submit streamers (which is part of compliance and one way of determining our performance against the plan). There was much discussion on the proposed changes to COIs. The intent of the changes is to align better with strategic goals, appeal to our government and uniformed services, address board size, conserve limited resources, strengthen areas of strategic importance, allow for volunteer initiative, and maintain some consistency on nomenclature for members. The XC did not address all of the governance recommendations, but it was noted that proposed COI changes required more detailed analysis. A new path forward will be proposed at JETC for decision-ready information at SBC.

### **JETC Preparation (and beyond)**

- 61 ppl have purchased a membership with JETC. SBC saw over 500 new members with registration.
- There is a regional initiative to meet with Post Presidents at JETC.
- There will be a member pinning ceremony again at JETC which will be well-organized.
- Have compiled a lot of membership data and will share it more regularly with the XC.
- Ahead of pace on registrations for JETC, printed program is being developed, and pre-conference webinars will be underway shortly.
- It is time to start working on SBC, CFP will open in late April. Jackie Robinson-Burnette's office will bring a team to provide on-site reviews of small business certification applications.
- JETC will have 72 education sessions, with 7 different tracks.
- There will be separate in and out briefs for Warfighter and FAM Forum. FAM Forum will be led by Mike Zapata and Warfighter led by Rick Sloop.
- The IGE session for JECO at CapWeek will be informing the Warfighter at JETC. Rick Sloop told the group that a representative from the Department of State will do a presentation on Treaties in Force, CENTCOM, INDOPACOM, and others in the works.
- There is a pre-conference workshop on AI, a follow-on from the Tri-Service Work Group in Europe, and the EAG will provide a summary of IGE efforts, to include a briefing by Joe Corrigan of Steptoe on industry hot-button issues.
- There are a few Listening Sessions requested and being coordinated.
- The Programs Team created a Program Synch Matrix for USACE to allow them to help drive programming for events.

**Next: BOD, 14 May 2024.**

**Adjourn:** 1215 hrs.



MG Mike Wehr, P.E., USA (Ret.)  
Executive Director

- Encl 1: XC Agenda
- Encl 2: Finance Briefing
- Encl 3: Approved BOD Agenda
- Encl 4: Jacksonville Camp Proposal
- Encl 5: 2030 Strategic Plan
- Encl 6: Membership Dues Update

ENCLOSURE 1

TIME	AGENDA	RESPONSIBLE
0900 - 0905	Call to Order, Pledge, Remarks	Charlie Perham
0905 – 0915	Finance/Budget Update (2023 close & Jan 2024)	Mike Wehr/Taha Seid/Mario Burgos
0915 – 1005	BOD Preview <ul style="list-style-type: none"> <li>• BOD Agenda – <b>Decision Required</b></li> <li>• BOD Orientation &amp; Training</li> <li>• Executive Director Report</li> <li>• Membership Dues Increase (information brief)</li> <li>• Foundation Update</li> <li>• Year-end National Officer Reports (expectations and focus)</li> </ul>	Charlie Perham Mike Wehr Mike Wehr Ann McLeod Dave Nash Charlie Perham
1005 – 1015	Jacksonville Camp – <b>Decision Required</b>	Mike Darrow
1015 – 1100	Strategic Plan Presentation – <b>Decision Required</b> <ul style="list-style-type: none"> <li>• Streamer Requirements</li> <li>• Governance</li> </ul>	Sharon Krock/Brian Duffy/Albert Romano
1100 – 1130	JETC Preparation (and beyond) <ul style="list-style-type: none"> <li>• Membership</li> <li>• Event info</li> <li>• Program</li> <li>• EAG</li> <li>• Listening Sessions</li> </ul>	Charlie Perham Ann McLeod Ann McLeod Rob Biedermann Rob Biedermann Rob Biedermann
1130 – 1150	New Business	Charlie Perham
1150 - 1200	Closing Remarks & Summary	Charlie Perham



**SAME National Office  
Financial Update  
January 1, 2023 – December 31, 2023**

**BOD Meeting**

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**Agenda**



- Statement of Financial Position as of December 31, (2023 VS 2022)
- Statement of Income and Expenses Analysis 2023 VS 2022 actual
- Statement of Income and Expenses Analysis 2023 budget to actual
- Statement of Income and Expenses Analysis January 2024 budget to actual

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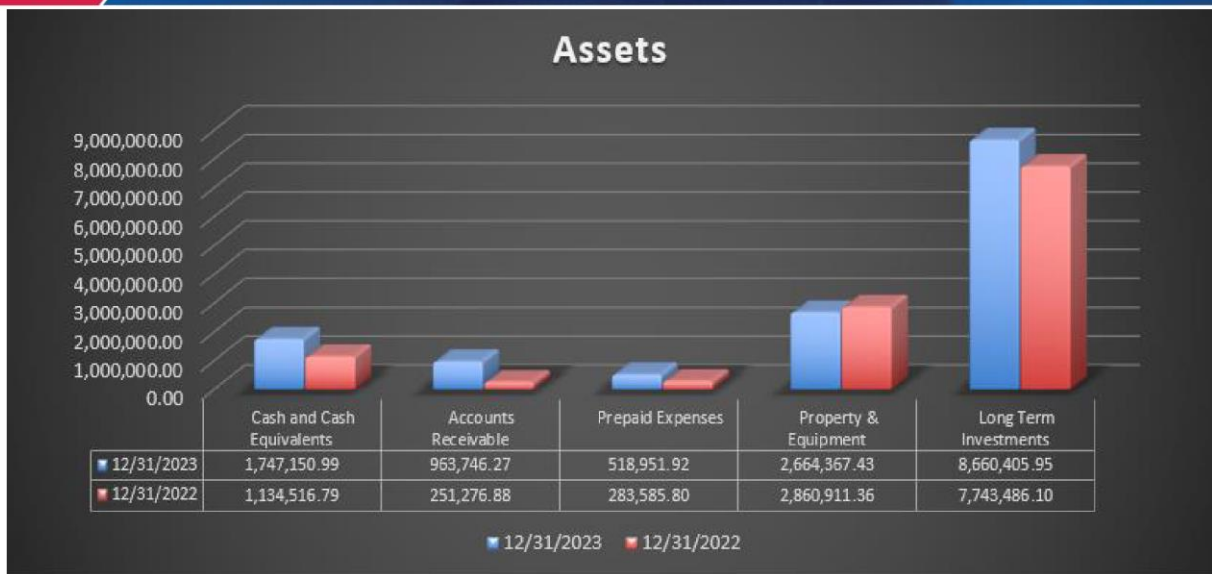
# Highlights

- 2023 financial performance resulted in net profit.
- Transitioning out of Covid (PPP Loan forgiveness ended in 2022)
- Finance team rebuilt and functioning effectively
- 2023 external audit performed in March (Industry standard)
- Budget to actual analysis by department and project done monthly.
- Financial presentation to XC monthly.

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## Statement of Financial Position



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## Statement of Financial Position



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## Statement of Financial Position



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## Actual Revenue – 2023 VS 2022

Revenue Sources	12/31/2023	12/31/2022	Variance	% Variance
Membership Dues	2,196,332.51	2,261,342.89	(65,010.38)	(3%)
Advertising	767,785.20	752,093.60	15,691.60	2%
Meetings & Events	7,470,335.01	6,279,154.78	1,191,180.23	16%
Other Income/Admin	299,190.44	434,056.98	(134,866.54)	(45%)
Program Support	192,000.00	182,500.00	9,500.00	5%
<b>Total</b>	<b>10,925,643.16</b>	<b>9,918,648.25</b>	<b>1,016,494.91</b>	

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## Actual Expenses - 2023 VS 2022

Expense Sources	12/31/2023	12/31/2022	Variance	% Variance
Salary & Benefits	3,568,731.81	3,144,975.67	423,756.14	12%
Membership Dues	140,448.83	167,524.98	(27,076.15)	(19%)
Advertising	377,057.24	340,537.67	36,519.57	10%
Meetings & Events	4,810,056.20	4,571,374.10	238,682.10	5%
Other Expense/Admin	1,470,311.92	1,848,372.23	(14,060.31)	(1%)
Program Support	170,394.46	152,603.00	17,791.46	10%
<b>Total</b>	<b>10,537,000.46</b>	<b>9,861,387.65</b>	<b>(675,612.81)</b>	

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## Revenue Analysis – Actual VS Budget

	2023 Actual	2023 Budget	Variance	% Variance
Membership Dues	2,196,332.51	2,104,792.00	91,540.51	4%
Advertising	767,785.20	438,100.00	329,685.20	43%
Meetings & Events	7,470,335.01	7,922,911.00	(452,575.99)	(6%)
Other Income/Admin	299,190.44	200,000.00	99,190.44	33%
Program Support	192,000.00	157,000.00	35,000.00	18%
<b>Total</b>	<b>10,925,643.16</b>	<b>10,822,803.00</b>	<b>102,840.16</b>	

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## Expenses Analysis – Actual VS Budget

Expense Sources	2023 Actual	2023 Budget	Variance	% Variance
Salary & Benefits	3,568,731.81	3,706,478.00	(137,746.19)	(4%)
Membership Dues	140,448.83	174,747.00	(34,298.17)	(24%)
Advertising	377,057.24	373,675.00	3,382.24	1%
Meetings & Events	4,810,056.20	5,042,935.25	(232,879.05)	(5%)
Other Expense/Admin	1,470,311.92	1,503,936.16	(33,624.24)	(2%)
Program Support	170,394.46	182,668.00	(12,273.54)	(7%)
<b>Total</b>	<b>10,537,000.46</b>	<b>10,984,439.41</b>	<b>(447,438.95)</b>	

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*We are financially healthy.*

*The 2023 financial audit is now in progress. The audit report will be available at JETC.*

*The financial information will be presented to the XC on a monthly basis.*

*Quarterly Investment committee meeting scheduled for the whole year 2024*

*Budget to actual analysis of every department and project is scheduled to be performed monthly.  
This is internal report for management.*

***Serve to Inspire!***

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### **Way Ahead Considerations**

- A way to increase the unrestricted reserve balance is to have a surplus budget and positive actual performance.
  - ✓ Balance against the need to invest in the Society and to retain qualified professional staff.
- Consider additional and/or new revenue sources for the coming years. This underscores a continued need for strategic planning and creative thinking.
  - ✓ Maturation of the SAME Foundation and its investments in Society programs is an opportunity.
- Membership Dues Review will be reviewed annually, as previously authorized.
- Costs will likely continue to rise in the future; it is important to monitor membership and participation prices to ensure the organization is positioned to adjust accordingly.

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ENCLOSURE 3

TIME	AGENDA	RESPONSIBLE
0830 - 0900	Continental Breakfast	
0900 – 1000	BOD Orientation & Training <ul style="list-style-type: none"> <li>• Look back</li> <li>• Look forward</li> <li>• Board Responsibilities</li> <li>• Board/Staff Roles</li> <li>• R2C Process</li> </ul>	Charlie Perham Sharon Krock Mike Wehr/Charlie Perham National Officers/Staff Liaisons Cindy Lincicome/Rob Biedermann
1000 – 1130	Breakouts <ul style="list-style-type: none"> <li>• RVPs</li> <li>• COI Chairs</li> <li>• Directors</li> </ul>	National Officers/Staff Liaisons
1130 – 1215	<b>Lunch &amp; Networking</b>	
<b>Formal BOD Meeting</b>		
1215 – 1220	Call to Order, Pledge, Welcome	Charlie Perham
1220 - 1300	Executive Director Report <ul style="list-style-type: none"> <li>• National Office Priorities and Initiatives</li> <li>• Finance – 1<sup>st</sup> Quarter</li> <li>• Membership Dues Increase – <b>Decision Required</b></li> <li>• EMS</li> <li>• IGE Update</li> </ul>	Mike Wehr Mike Wehr Taha Seid/ Mario Burgos Ann McLeod Natasha Rocheleau/Stephen Karl Rob Biedermann
1300 – 1310	Foundation Update	Dave Nash/Tim Byers
1310 - 1410	SAME-year-end National Officer Reports <ul style="list-style-type: none"> <li>• AOF</li> <li>• R2C Report</li> <li>• Technical COIs</li> <li>• Human Capital COIs</li> <li>• Regions/Membership</li> </ul>	Cindy Lincicome Cindy Lincicome Ben Matthews Mike Darrow Mike Huffstetler
1410 – 1500	Strategic Plan Presentation & Approval <ul style="list-style-type: none"> <li>• Process</li> <li>• Plan – <b>Decision Required</b></li> <li>• Streamer Requirements</li> <li>• Governance Implementation Plan</li> <li>• Communication Plan</li> <li>• Next Steps</li> </ul>	Sharon Krock/Brian Duffy/Albert Romano
1500 - 1510	<b>Consent Agenda</b> ( <i>items without unanimous pre-vote will be moved from the Consent Agenda for BOD discussion</i> ) <ul style="list-style-type: none"> <li>• BOD Meeting Minutes 10-31-23</li> <li>• XC Meeting Minutes 12-13-23</li> <li>• XC Meeting Minutes 5-25-24</li> <li>• Foundation Meeting Minutes 1-9-24</li> <li>• 2024-2025 Board of Direction &amp; Executive Committee</li> <li>• 2024 Election Results</li> <li>• <b>Potential Post Closures</b></li> </ul>	Charlie Perham
1510 - 1525	Outgoing BOD recognition	Charlie Perham

	Incoming Swear-in Short introductions (2 min each)	
1525 – 1535	President’s Closing (Review Actions and Direction)	Charlie Perham
1535 - 1545	President Elect Remarks & Initiatives	Sharon Krock
1545 – 1730	<b>Break</b>	
1730 – 1900	President’s Reception	Charlie Perham



## SAME STEM/ENGINEERING & CONSTRUCTION CAMPS Start *Your* STEM Journey in Summer 2024!



<https://www.same.org/camps/>

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## Agenda

- Camp Season 2024 – by the numbers
- Formal Approval - Jacksonville Camp
  - New process we are codifying in the Camp Operations Manual

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# Camps 2024

- 2024 Camps:
 

a.	Army, Vicksburg	9-15 Jun 24	40 campers
b.	USMC, Camp Lejeune	23-29 Jun 24	60 campers
c.	Navy, Jacksonville	23-29 Jun 24	50 campers
d.	US Air Force Academy	23-29 Jun 24	80 campers
e.	Navy Port Hueneme	14-20 July 2024	40 campers
			<b>270 campers</b>
- 507 total applicants – huge increase over last year
- Every Camper will have at least a \$400 sponsorship from a post
  - 82 posts sponsoring at least one camper
  - Girl Scout Scholarship – 2 campers
- Camp Manual under development. Camp Affiliation Agreements with each camp director to sign
  - Roles of the Camp Director and Camp
  - Roles of the National Office in providing support

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# Camps 2024

- Top Sponsoring Posts:

POST	Number campers Posts will sponsor
Hampton Roads, Norfolk, VA	20
Washington DC Post	10
Jacksonville Post	10
Orange County, Cypress-Irvine, CA	9
Pikes Peak Post	6
Atlanta Post	6
Carolina Midlands Post	6
Blue Ridge (Winchester)	6
Oxnard-Ventura Post	5
Baltimore Post	5
Tulsa Post	5
Houston Post	5
Northern Virginia, (Fort Belvoir)	5
Huntsville Post	4
San Francisco Post	4
Denver Post	4
Lake Michigan, Great Lakes, IL & WI	4

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## SAME/USN STEM/Engineering & Construction Camp, NAS Jacksonville, FL

- The inaugural camp is 23 -29 June 2024.
- The USN sponsoring organization is NAVFAC SE
- Initial discussions and planning started with NAVFAC SE senior leadership in November 2022.
- The Camp has the full support of the NAVFAC SE Commanding Officer and the NAS Jacksonville Installation Commanding Officer.



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## SAME/USN STEM/Engineering & Construction Camp, NAS Jacksonville, FL

- The Jacksonville Post created a Camp Director position on their board in 2023.
- The Post provided opportunities to promote the Camp at all its events in 2023 and 2024.
- In January 2024, the Post officially sponsored the Camp with a \$5,000 check presentation at its Industry Day event.
- The Camp has the full support of the Jacksonville Post Officers and Directors.



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## Camp Leadership

- Camp Director – Brian Files, NAVFAC SE
- Camp OIC – ENS Nolan Sullivan, NAVFAC SE
- Planning Director – Bub LeNoir, NAVFAC SE
- Curriculum Director – Brandon Yokel, NAVFAC SE
- Logistics Director – Jeff Killian, NAVFAC SE
- Camp Treasurer – Anant Patel, NAVFAC SE
- Senior Mentor – Brittany Schultze, Black & Veatch
- Mike Blount and Cindy Miller are also very involved in the planning and execution of the camp



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## Camp Locations – NAS Jacksonville and NS Mayport

All coordinated with respective organizations and necessary real estate agreements:

- Youth Club – Lodging, Meals, Activities
- NGIS Laundry Facility
- Public Works Department – CONEX Box Storage, Activities
- Indoor Pool – Activities
- Hangar 117 – Activities
- Bowling Alley, Outdoor MWR Facilities, etc.

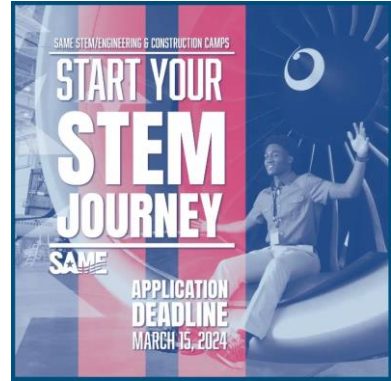


- Littoral Combat Ship Simulator
- Ship Tour(s)
- Beach Pavilion

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# Camp Budget

<b>Income</b>		<b>\$71,500</b>
– Camper Fees	\$32,000	
– SAME National “Grant”	\$9,500	
– Jacksonville Post Sponsorship	\$5,000	
– Other Sponsorships	\$25,000	
<b>Expenses</b>		<b>\$62,000</b>
– Camper and Staff Meals & Drinks	\$14,000	
– Transportation	\$15,850	
– Events & Activities	\$9,700	
– General & Administrative	\$22,450	
<b>Balance</b>		<b>\$9,500</b>



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# Camp Schedule

	Saturday June 22, 2024	Sunday June 23, 2024	Monday June 24, 2024	Tuesday June 25, 2024	Wednesday June 26, 2024	Thursday June 27, 2024	Friday June 28, 2024
0600		Reveille Breakfast at Billeting	Reveille Breakfast at Billeting	Reveille Breakfast at Billeting	Reveille Breakfast at Billeting	Reveille Breakfast at Billeting	Reveille Breakfast at Billeting
0630							
0700			Task Introduction NAS Jax Seabee Yard	Task Introduction Location TBD	Task Introduction Location TBD	Industry Day Location TBD	Equipment Turn-In and Billeting Clean-Up
0730							
0800		Final Camp Preparations: Set Up In-Processing, Set Up Billeting, Pick Up Vehicle, Stage Materials				Military/Civilian Options NAVFAC SE Navy Accessions Army Accessions Air Force Accessions Coast Guard Accessions Free Discussion	Concrete Beam and Popsicle Stick Bridge Destruction
0830							
0900			Concrete Beam Design and Construction	Dog House Design and Construction	Engineer Reaction Course		Graduation and Awards Ceremony
0930		Arrival of Campers Team Building Exercise (e.g. Flag Design)				NEX	
1000							
1030							
1100							
1130		Box Lunch TBD		Box Lunch TBD	Box Lunch TBD	Lunch/Transport to Msyport	Box Lunch TBD
1200							
1230			Split into Two Buses: NAVFAC SE Tour Stadium Tour? Box Lunches in Buses		Task Introduction NAS Jax Gym/Indoor Pool		
1300				AE Firm and Job Site Tours		NS Mayport Simulator Tour Ship Tour	Camper Departures Camp Clean-Up
1330		Arrival of Campers Team Building Exercise (e.g. Flag Design)			Cardboard Boat Design and Construction		
1400			Task Introduction Location TBD				
1430							
1500	Staff Mtg/Training: SHARP Training, Discuss Schedule, Tour Facilities	Welcome Brief Squad Presentations	Popsicle Stick Bridge	Additional Dog House Construction	Cardboard Boat Racing and Demolition Derby	Pool/Beach Time BBQ Dinner Talent Show?	Staff Departures
1530		Squad Photos					
1600							
1630							
1700	Dinner TBD	Dinner TBD	Dinner TBD	Dinner TBD			
1730							
1800							
1830							
1900	Staff Team Building at JUP	Career Briefs Guest Speakers	Career Briefs Guest Speakers	Career Briefs Guest Speakers	Dinner TBD	Transport to NAS Jax	
1930							
2000		Showers	Showers	Showers	Showers	Showers	
2030							
2100		Squad Time	Squad Time	Squad Time	Squad Time	Squad Time	
2130							
2200	LIGHTS OUT	LIGHTS OUT	LIGHTS OUT	LIGHTS OUT	LIGHTS OUT	LIGHTS OUT	

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# SAME STEM/ENGINEERING & CONSTRUCTION CAMPS

Start *Your* STEM Journey in Summer 2024!

## THANK YOU!

*NAS Jacksonville Camp Director:* Brian Files  
brian.k.files.civ@us.navy.mil

*SAME STEM Camp COI Chair:* Cindy Miller  
cindy.miller@Jacobs.com

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## 2030 STRATEGIC PLAN DECISION BRIEF

Strategic Plan Working Group

13 May 2024

# *What Should our Society Be Focused on through 2030?*

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## 2030 Strategic Plan Update

### Today's Agenda

- Opening Remarks
- Vision & Mission Statements
- Goals, Objectives, Tasks - VOTE
- Governance Implementation & Recommendations
- Next Steps
- Communication Approach

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## Opening Remarks

President Elect – Sharon Krock; SPWS, F. SAME

# *What Should our Society Be Focused on through 2030?*

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## Planned Vision, Mission, & Goals

- **Vision Statement:**  
*Serve as the trusted integrator across the A/E/C and related professions in addressing our nation's economic and security interests at home and abroad*
- **Mission Statement:**  
*Lead collaboration in support of our national security priorities*
- **Goals:**
  - *Drive Partnerships through focused industry-government engagement*
  - *Deliver Solutions for critical infrastructure and mission readiness challenges*
  - *Develop People to strengthen America's STEM pipeline and technical workforce*

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- **Goal:** *Drive Partnerships through focused industry-government engagement*
- Objectives:
  - Support engagement with our nation's military and agency partners in their role of addressing complex challenges globally.
  - Promote multi-disciplined collaboration among public, private, and academic sectors, at all levels, to address critical needs impacting national security.
  - Provide expertise, knowledge, and resources on current and emerging practices that affect the nation's built and natural environments.
  - Create and leverage strategic partnerships with similarly aligned organizations and stakeholders to optimize the use of SAME's resources, expertise, and capabilities.
- Desired Outcome: SAME serves as the society of choice for our partners to assist them in addressing current and future complex challenges, through focused and deliberate engagement, collaboration, and partnering actions by SAME's entire governance structure with various internal and external stakeholders.

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➤ **Goal:** Deliver Solutions for critical infrastructure and mission readiness challenges

- Objectives:
  - Operationalize SAME Communities of Interest, placing focus on national security topics.
  - Encourage Posts and Regions to prioritize issues centered in their respective areas.
  - Leverage expertise from SAME members, government agencies, academia, and other key stakeholders to identify matters affecting national security, gather facts, and recommend solutions.
  - Communicate issues, contributing factors, and findings through multi-media means & venues.
  - Pursue policy and programmatic efforts that strengthen acquisition practices that support the industrial base.
- Desired Outcome: SAME's Communities of Interests are elevated and highlighted as "Solution Laboratories" on topics of great interest and impact to our nation. Posts and Regions remain attuned and responsive to issues in their environments. Enhance traditional communication methods (TME) by distributing electronic content via SAME website(s), emails, and the SAME App -- pushing "value" to our membership.

➤ **Goal:** Develop People to Strengthen America's STEM Pipeline and Technical Workforce

- Objectives:
  - Provide avenues to support inclusive involvement in STEM and trade related careers, professional & technical development, leader development, and transition assistance.
  - Promote a structured mentoring continuum, highlighting professional growth and leadership opportunities for members at all ages and experience levels.
  - Cultivate leaders who embrace diversity, equal opportunity, inclusion, and lead with respect and tolerance.
  - Improve student chapter/higher education involvement in nurturing future A/E/C professionals and military engineers.
  - Align with the SAME Foundation and other organizations focused on people and personal/professional development.
- Desired Outcome: Optimize SAME's human capital programs, Posts, and Regions to maintain and enrich the STEM pipeline by introducing youth to the industry and enhancing personal and professional growth of those already in the profession.

# VOTE

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## **Governance Recommendations to realign with 2030 SP**

- Realign Board structure to enhance effectiveness and efficiency.
- Refocus the Board to drive strategic direction and the Executive Committee to focus on business decisions.
- Revisit current COI structure, mission and goals and realign to the 2030 SP goals.
- Focus on Streamers as they shape Post behavior. 73% of Posts submit information for streamers (100% is the standard to achieve).
- Realign the current structure and relationships with external Strategic Partners and Stakeholders.

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## Current COI Structure

- Architectural Practice
- College Outreach
- Construction
- Energy & Sustainability
- Engineering & Construction Camps
- Enlisted
- Environmental
- Facility Asset Management
  - Geospatial Working Group
- Health Engineering Task Force
- Joint Engineer Contingency Operations
- K-12 STEM
- Leader Development
- Membership
  - DEI Sub-Committee
- Resilience
- Small Business
- Young Professionals

## Proposed BOD Governance

- COIs (voting members of board)
  - Architectural Practice
  - Construction
  - Environmental
  - Facility Asset Management
  - Joint Warfighter Operations (name change)
  - Resilience
    - Energy & Sustainability Working Group
  - Small Business
  - STEM Pipeline (combination K-12 STEM, College Outreach, Post-level Camps or Leadership Programs)
- Committees\*
  - Membership (voting member of board)
    - Enlisted
    - Young Professionals
    - DEI
  - National Camp Program (voting member of board)
  - Leader Development Program (voting member of board)

## Other

- SAME Engagement Cohorts – Examples (Planners, Marketing & BD)

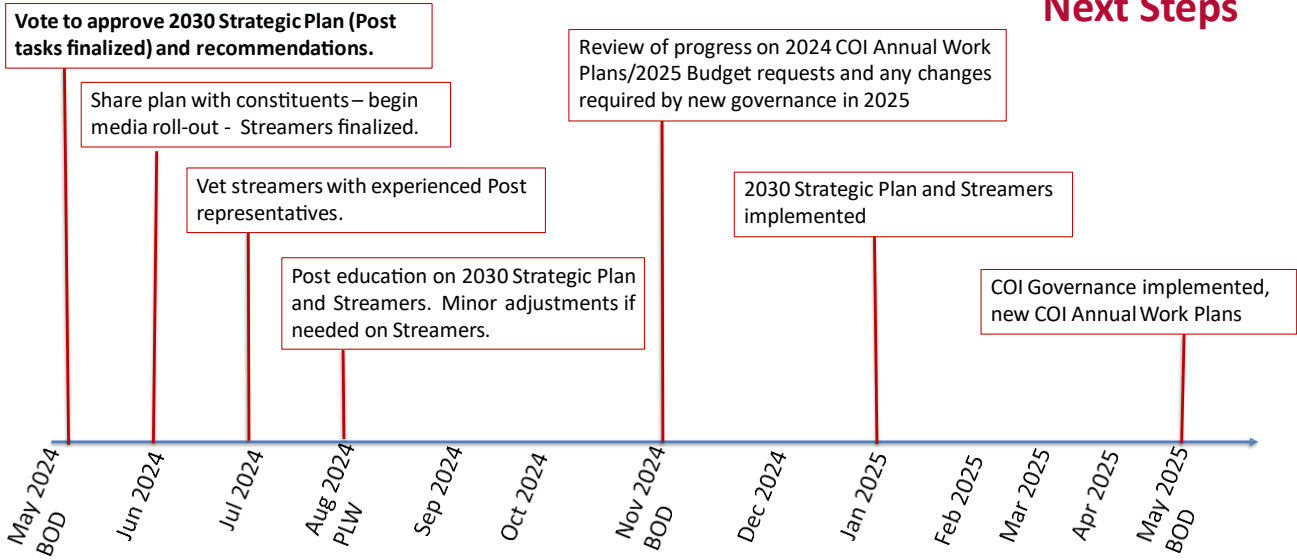
\* Differing requirements – No annual work plan, webinars, etc. required

## Supporting Actions

- Post streamer submission (in addition to Financial Annual Report) tied to receiving dues from National Office.
- AOF establish a Post Mentor Program to help Posts develop strategic plans and submit progress through streamer submission.
- COIs submit Annual Reports similar to Posts with relevant information to demonstrate alignment with the Strategic Plan. Tie submission with Annual Work Plans.
- COIs include Strategic Partner initiatives in Annual Work Plans and Annual Reports. Executive Committee will enact a comprehensive review of partnerships to assess opportunities, risks, and impact.
- National Leadership Team enforce existing Bylaws and annually evaluate COIs: "...Reviews should assess the viability of each COI and result in a recommendation to the Board of Direction on which COIs should continue into the new term along with the designation of the incoming COI Chairs."
- Working Groups and Sub-Committees work through COI or Committee leadership.
- Membership Sub-Committee Chairs may have opportunity to Chair the Membership Committee.
- Health Engineering Task Force will present their case for becoming a COI or Working Group at SBC.
- Other SAME Engagement Cohorts are self-sustaining with no governance oversight and limited staff support.
- Charter Task Force to identify gaps in governance related to the 2030 SP.

# 2030 Strategic Plan Update

## Next Steps



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# 2024 Annual Dues Review

## (For information and seeking guidance)

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## Where We Were

In July 2021, the BOD agreed that:

- Membership dues reviews would be performed annually.
- The end of the fiscal year budget (i.e. year-end financial close) will be used to calculate dues benchmarks.
- Two Benchmarks would be used to evaluate whether dues adjustments should be recommended:
  - A. To get closer to 33% of total operating revenue from membership dues
  - B. To cover costs related to providing services to members
- If Benchmarks were not met, new dues rates would be proposed at the Spring Board of Direction Meeting.
- Approved rates will go into effect July 1.

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## Where We Are

Using 2023 fiscal year close financials, the membership team calculated the average dues per individual needed to meet the two benchmarks.

Out of nine total individual membership dues categories:

- NO category met Benchmark A (average dues needed to generate 33% of operating revenue from membership dues).
- TWO categories met Benchmark B (average dues needed to cover membership operating expenses).

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## Where We Go from Here

- Propose new dues rates to XC for review and discussion.
- If XC approves rates; present to BOD for approval.
- If XC does not approve rates:
  1. Revise dues rates based on input, re-present to XC, and gain approval to move forward to BOD.
  2. Re-evaluate Benchmarks, re-present to XC, and gain approval to move forward to BOD.
- Options on Timing (Requesting Guidance)
  1. Conduct BOD vote at Spring Meeting per approved process – rates go into effect 1 July '24.
  2. Conduct BOD vote after Spring Meeting – rates would then go into effect at the start of the next fiscal quarter after the vote – rates go into effect 4<sup>th</sup> quarter '24.
  3. Conduct BOD vote at the Fall Meeting – rates go into effect 1 Jan '25

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# Considerations

## (not yet fully developed for decision today)

Option 1: Jump start the 2021 agreement, propose new dues rates to XC in April '24, gaining consent for presentation to BOD for approval at Spring meeting. (estimated additional revenue of \$130k for '24 if started on 1 Jul '24)

Option 2: Slower start to the 2021 agreement, propose new dues rates to XC later in '24, gain consent for a presentation to BOD for approval. (out-of-cycle)

Option 3: 2025 implementation of 2021 agreement, propose new dues rates to XC in Oct '24, gain consent for a presentation to BOD for approval at Fall meeting. (more time to build a coalition, tie directly to 2025 budget approval in Dec '24)

*Notes:*

- *2024 Budget is balanced, it does not depend upon additional revenue.*
- *Future Budgets would start to have less reliance upon event performance (i.e. begin the journey toward more membership revenue and cover more membership operating expenses).*
- *Future Budgets could reflect more financial stability, less risk, and could fund other initiatives for member benefits, or Foundation support.*