



## Planned Objectives and Milestones

### “Work Plan 2017”

#### Overview

To achieve the objectives outlined in our strategic plan, your Board of Directors has organized an annual document covering “planned objectives and milestones.” The year 2017 will be the second year of our three-year strategic effort to grow our chapter.

This document is “Work Plan 2017,” which will be reevaluated throughout the year, and will be fully assessed at the end of 2017 as we outline Work Plan 2018. Just like 2016, we will provide you with an end-of-year report detailing how we did in achieving the objectives stated in Work Plan 2017.

#### Key Tasks and Milestones

These are the key tasks the Board of Directors will complete in 2017:

- **Membership Drive.** It is the Board’s objective to add at least 50 more alumni to our chapter’s active lifetime member rolls in 2017.

**End state objectives:** The Board desires to bring all U.S. Naval Academy alumni members in our area onto our chapter’s active lifetime membership rolls. Lifetime membership in our chapter is now available for a one-time dues payment of \$25. With corporate sponsorship now available due to our 501c(3) status, we hope to build a revenue stream through corporate sponsorship that allows us to fully execute our chapter missions. Member dues, which used to be our sole source of revenue and were inadequate to the task of meeting our annual mission needs, are now designed to establish a sense of ownership over the future of the chapter, and to comply with USNA’s national association bylaws.

While the Board would like to see every USNA graduate actively involved as a lifetime member in our chapter, we accept it will take time to gather everyone and to convince all our alumni there is value in being engaged. We’ll add 50 more graduates this year, and continue to build our chapter’s rolls in future years.

The final, and perhaps most critical objective – only because it ensures we retain our seat at the national alumni association decision-making table - is to remain in the Top Nine as far as chapter size, which will be determined by the Triennial Census. We must report our rolls on January 31<sup>st</sup>, 2017 to the national alumni association. The board hopes this Work Plan 2017 will spur

undecided graduates to join up immediately. We'd benefit from retaining our Trustee position, but we have to beat out many other chapters who are close to us in size and who have members who meet "member in good standing" qualifications. The more members we have, the more likely we are to retain our seat on the Board of Trustees.

- **Donald W. McCarthy Heartland Leadership Forum.** The Board will coordinate with an event planner to prepare for, and then execute, our chapter's first "Donald W. McCarthy Heartland Leadership Forum."

**End state objective:** The leadership forum is our chapter's opportunity to bring fellow alumni from the senior leadership ranks in Washington, DC, including the Pentagon, to our area to engage, educate, and inform our business, political, and educational leaders. Our long-term objective is to make this annual forum an event participants eagerly await, simultaneously promoting greater awareness of what the service academies, and especially USNA, offer high school students in our chapter's geographic region.

The Board feels strongly that we were trained as leaders from the day we took our oath of office on Induction Day, and our mission to provide leadership for our nation continues today, regardless of how many years it has been since you were on active duty or part of the reserves.

- **Enhance and Expand Corporate Partnerships.** The Board will seek to continue partnerships already established with our current Anchor Sponsors, and to add additional sponsors in 2017.

**End state objective:** The Board seeks to maintain the level of sponsorship secured in 2016, and to grow that support. We also seek to enhance the value proposition for our corporate partners by exceeding their expectations in how we perform our chapter's missions. Supporting our chapter's missions are why corporations agreed to sponsor us, and we have a duty to outperform their expectations.

- **State Directors and Alumni Events.** This is a two-part task for 2017.

**End state objective:** By the end of 2017, the Board will have identified state directors for North Dakota and South Dakota (Part I), and helped our state directors to establish events for alumni in Iowa, North Dakota, South Dakota, and at least one more event in out-state Minnesota (Part II).

- **Enhance Partnerships with Other Service Academy Alumni Groups.**

**End state objective:** By the end of 2017, we plan to define a clear path for greater cooperative engagement with both the Air Force Academy and West Point alumni groups in our area. We currently hold West Side and East Side All-Service Academy Breakfasts each month, and participate in the West Point-led Minnesota Student Leadership Seminar, which has been very successful and has grown each year since its inception.

We partnered well with the other service academy groups in support of the Medal of Honor Convention as well, but we feel we can do even more with our fellow service academy graduates. We shall, therefore, seek ways to expand our cooperation.

- **Blue and Gold Program / Parents' Associations.** The Board would like to greatly expand our direct cooperation and coordination with the Blue and Gold officers and with the USNA Parents' Associations of Minnesota, Iowa, North Dakota, and South Dakota.

***End state objective:*** By the end of 2017, the Board would like to create, in full coordination with the Blue and Gold Area Coordinators for our four-state chapter, and the presidents of the respective parents' associations in our area, a comprehensive plan that allows our alumni chapter to best support the work these two organizations do for Midshipmen currently at Annapolis, and for students who aspire to attend the Naval Academy.

To further this cooperative effort with the Blue and Gold Program, the Board is considering direct engagement with the congressional offices in Iowa, North Dakota, and South Dakota to offer to assist with candidate interviews in those three states. This may require some travel from our volunteer interviewers.

Also, as part of this work, the Board is building a plan to provide scholarship support to high school students who seek to attend the USNA Summer Seminar, and students in grades 8-11 who would like to attend the Naval Academy STEM Program. We envision five scholarships – one each for Iowa, North Dakota, South Dakota, out-state Minnesota, and the Twin Cities – that will help deserving students to attend these programs. Direct coordination with the Blue and Gold Program will greatly increase the success of the scholarship program.

Additionally, we would like to make our graduates in our chapter more available to the parents' associations in each of our four states because our chapter members can be excellent resources for parents of Midshipmen currently at Annapolis. This connection should be strong, vibrant, and highly interactive, and the parents' associations should feel welcome to contact our alumni at every opportunity. This relationship should be one built on trust, respect, and a sense of duty to support those who come after us – the Midshipmen who will soon be leaders in our Navy and Marine Corps. And, finally, a closer bond between our alumni chapter and the four parents' associations provides for the possibility of career mentorship for soon-to-be commissioned officers in our naval services. Every junior officer should have a mentor and there is no reason why that mentor cannot be someone from our chapter.

The alumni chapter can also provide "Link in the Chain" speakers for parents' association meetings, and simply join the meetings to offer support for parents concerned about their Midshipman's progress, career options, or any other concern.

- **Create an Energetic Board.** The Board of Directors should be a place where all our members seek to serve.

**End state objective:** The Board feels strongly that regular turnover on the board, and an infusion of fresh energy and ideas from our chapter members, is the best way to retain the momentum already created. By the end of 2017, it is a Board objective to identify at least three new chapter members to join the Board. Rotation of officer positions on a frequent basis will also ensure continued development of the chapter. The Board is adjusting our chapter bylaws to effect movement toward this end state objective.

As a non-profit organization, board service with the alumni chapter is an excellent resume builder, and will put members of our chapter in the same room with senior leaders in business, politics, and education. The networking opportunities that come from such meetings should be routinely available to every member of our chapter, but are most likely to be realized through board service.

Should you be interested in serving on the Board of Directors for our chapter, please contact either Chris Bentley '79, VP for Communications, or Craig Benson '91, our Nominating Committee Chair.

### **Discussion of Additional Initiatives**

Our Strategic Plan has, at its core, the objective to create “value” for our active members.

These additional initiatives are already being pursued, or will be considered, for the year 2017:

- **Chapter Website.** We will continue to improve the chapter website to better inform our chapter members about events and opportunities, enhance networking opportunities for all members, and provide career connections via the professional network and the Tri-Service Employment Hub. These tools are fully accessed by dues-paying members.
- **Chapter Events.** We will expand chapter member event options, not just in the Twin Cities, but across the chapter’s geographic region. The Board is prepared to support events in Iowa, North Dakota, and South Dakota, as well as out-state Minnesota as we ramp up chapter activities.
- **Senior Officer Visits.** We will continue to bring senior officers from the Academy, and flag and general officers from the Navy and Marine Corps, to the Twin Cities for speaking engagements. The current plan includes bringing the Superintendent back to Minnesota at least once more during his tenure at Annapolis. We have also confirmed with Vice Admiral Jan Tighe '84, OPNAV N2/N6, who will serve as our keynote speaker for the Donald W. McCarthy Heartland Leadership Forum in May of 2017. And, finally, Admiral Moran '81, the current VCNO, has given us an initial “yes” to serving as our keynote speaker for the Navy Ball on October 14<sup>th</sup>, 2017. We hope to bring additional senior officers to our chapter throughout the year and will inform our membership whenever we get such an opportunity.
- **Annual Meeting / Annual Picnic.** We will place more emphasis on the importance of our Annual Chapter Picnic. We’d like to see many dozens of our chapter members join us for this annual

event, which also serves as the Annual Meeting for our chapter. The picnic gives the Board a second opportunity to communicate to chapter members about initiatives in our chapter. We plan to hold the Annual Picnic in late June or early July.

- **Leadership in Our Region.** Our chapter will take an even stronger leadership role in the upper Midwest to bring together the many naval service organizations in our area. Initiatives that support this effort, and any related events, activities, or opportunities, will be made known to our chapter members, including air shows, ship visits, et al. Please see the chapter website calendar for events, which will be listed as we are made aware of them. Be aware, the Blue Angels will be in Duluth on June 3<sup>rd</sup> and 4<sup>th</sup> for the Duluth Air Show and Aviation Expo.
- **Member Benefits.** There are even greater opportunities now to advertise your personal business to other alumni in our chapter. Our website is available to you for such support. We are also able to accept sponsorship from your personal business to further connect with potential clients. (Please contact Chris Bentley '79, Sustainment Committee Chair, to learn how we can help you to grow your business.)
- **New Platforms in the U.S. Navy.** The Board feels our chapter should find ways to support the commissioning for LCS-21, USS MINNEAPOLIS/ST PAUL, and SSN-790, USS SOUTH DAKOTA. We have not decided on how to best execute that support, and are eager to hear from chapter members regarding this opportunity.

### **Schedule of Events for 2016**

While there are many events linked to our chapter, the following items are the more significant events we plan to host or participate in each year, beginning in 2017:

#### ***January***

#### ***February***

2<sup>nd</sup> Minneapolis Public Schools STEM Expo, Minneapolis

#### ***March***

#### ***April***

#### ***May***

11<sup>th</sup> International Chapter Officers' Forum, Annapolis

12<sup>th</sup> Board of Trustees' Meeting, Annapolis

16<sup>th</sup> Donald W. McCarthy Heartland Leadership Forum, Minneapolis

#### ***June***

3<sup>rd</sup> and 4<sup>th</sup> Duluth Air Show and Aviation Expo, Duluth

Date TBD Alumni Reception at Lynn Wegner's '65 Home, Duluth (Tentative)

Date TBD USNA Parents' Association of Minnesota "Welcome Aboard" Event  
TBD Annual Upper Midwest Chapter Picnic

### ***July***

### ***August***

### ***September***

Date TBD Navy Men's Cross Country Team at the Roy Griak Invitational, Falcon Heights, Minnesota

### ***October***

10<sup>th</sup> Establishment of the U.S. Naval Academy in 1845

13<sup>th</sup> "Sea and Anchor Detail" Founder's Dinner / Birthday of the U.S. Navy in 1775

14<sup>th</sup> U.S. Navy Birthday Ball

### ***November***

Dates TBD 2017 Minnesota Student Leadership Seminar

10<sup>th</sup> Birthday of the U.S. Marine Corps

### ***December***

Date TBD Army / Navy Football Game, Ballentine VFW Post in Minneapolis (Proposed)

### **Additional Routine Events**

- Monthly networking breakfasts, lunches, happy hours, or dinners – at the discretion of area coordinators;
- Distinguished visitors/guest speaker events (ad hoc as they arise);
- Special events for military personnel, veterans, and/or retirees;
- Service academy interview days at Congressional offices – coordinated by our various state directors and your Board of Directors as a whole.

### **Summary**

Your Board of Directors is eager to hear from you regarding your thoughts or suggestions as to how we can best serve your needs and interests. Please contact us at your convenience.