2012 AFA Membership Committee

Final Update to AFA Board Of Directors

Co-Chairmen – Steve Wood & Tim Brock
2012 Membership Committee

- Started with 4 Sub-Committees
  - Bring-in-the Airmen (BITA) Chair – Tim Brock, Dep Chair - Joan Sell
  - Senior Leader Outreach Chair – Steve Wood, Dep Chair – Andy Dichter
  - Community Partner/Corporate Outreach – Tommy Carson
  - Educator’s Outreach – Chair, Louis Emond, Dep Chair – Dan Caron

- Two New Sub-Committees formed during the year
  - CGOC Outreach – Chair, Dan Whalen
  - NCO/Airmen Outreach – Chair, Katie McCool
Focus was on major wins vice every membership issue.
Build on recent study of membership weaknesses.
Ask Board to approve/implement relevant recommendations.
SECAF & CSAF must direct senior AF leader cultural change.
Expand Corporate/Industry Program using tiered approach.

Make 2013 the year of “Partnering with the Community – Support those who Support You”

We can make a difference in membership this year!
• BITA was our most important sub-committee.

• Purpose: To test new ideas, methods, and programs to enhance the ability of chapters to recruit members
  - Clear mandate to retool AFA’s focus on Airmen and their families

• In-depth study and analysis by 2011 membership committee.
  - Lead to concrete actions needed to change the focus of AFA

• BITA’s job was to implement recommendations in four test areas.
  - Montgomery
  - Colorado Springs
  - San Antonio
  - Fort Walton Beach (Eglin & Hurlburt Chapters)

• Results mixed - Clearly a long term effort is needed.
Chapter BITA Plans

- Alamo Chapter – San Antonio
  - AETC Symposium, Awards Banquet, Newspaper Ads

- Montgomery Chapter
  - CSAF Luncheon, 2 SNCO Grad, Ad in Local Newspaper & Base Paper for 4 Months, PSA on Cable (25K viewers)

- Lance P. Sijan Chapter – Colorado Springs
  - 1,000 Flyers Touting Chapter/National AFA Support, Posters on Base but No Senior AF Support, Base Ads (Not Done)

- Eglin Chapter – Ft. Walton Beach
  - Three Living Legends Speaker Events

- Hurlburt Chapter - Ft. Walton Beach/Pensacola
  - Local PSA Shown on 6 Cable Channels (+137K Viewers)
Bring In The Airmen (BITA) Observations/Recommendations

- Not enough time to validate the test.
- Clear lack of senior level uniformed support.
- Failure to have AF Family-Oriented Programs available.
- AFA needs full-time retired AF senior leader (enlisted or officer) focused on membership
- HQ support and standardize public service announcements.
- Set short range and long range membership goals.
- Provide membership metrics to chapter leaders routinely
AFA assume role on grants/scholarships at chapter level.

Utilize AF Times & other military publications.

AF magazine publish more AF Family and People stories.
Senior Leader Outreach

- Air Force uniformed membership at an all time low.
  - Cannot sustain AFA with decreasing support by active duty/ANG/ AFRES
- Senior Leader support had eroded overtime.
  - Current AF Instructions/DoD policy restricts support of non-federal entities
  - Recent GSA Scandal and developing DoD policy may further restrict support
- Requirement to counter a negative cultural trend.
  - Generation of senior leaders grown up not supporting AFA
- Need top down SECAF/CSAF support to improve membership.
- Working with AF JA and GC to create favorable AFA guidance
Senior Leader Outreach

- Focus on “inside the beltway” vice all uniformed leaders across AF.
- Numerous vignettes on non-support/overly restrictive interpretation of AF instructions/DoD policy out in the field.
- Saw direct correlation with DoD directive “Non-Federal Entity” and downward spiral of uniformed membership for past 15 years.
- Our strategy was to engage AF leadership inside pentagon to include CSAF/SECAF/GC/JAG.
- Must gain their advocacy & change directives or we will not be able to turnaround membership of uniformed members.
- Steady progress.
Corporate Program (Split from CP Program)

- Corporate program healthy but missing opportunities.
  - Using a tiered approach based on size, revenue and number of employees

- Criticism around cost and lack of leader attendance

- Missing large segment of businesses
  - Those who do not want to exhibit or current fees are too costly

- Poll conducted of approximately 60 DC based corporations.
  - Over 30 responded wanting a tiered approach our program.
Corporate Program Recommendations

- Establish parallel Industry Partner Program for smaller companies.
- Annual dues approximately $2k.
- Develop membership benefits similar to corporate program.
- Must continue to support Corporate Members
- Create opportunities for access to senior leaders and events.
- Corporate & industry members advertise at reduce costs.
- Consider third tier, Small business and 8A companies.
Community Partners

- Startling drop in CP membership during last three years.
  - 2009 – 2,129 CP Members 2011 – 1,493 CP Members
- HQ data base errors in regards to flagging renewals
  - Partly at fault & lack of notification to chapters.
- General lack of focus by chapters.
- Possible lack of understanding about who should be CPs
  - Also lack of understanding as to what their role in the chapter is.
Community Partners
Recommendations

- Make 2013 – “AFA’s Year of Partnering with the Community – Support Those Who Help You”
- Establish chapter goal of 1 new CP a month.
- Update CP pamphlets/guidance.
- Update State and Chapter Award Programs
- Partner with local AF leaders to focus CP on where they can help.
Educator’s Outreach
Sub-committee #4 Chairman – Louis Emond & Vice Chairman – Dan Caron

- Recruit 10,000 new members from the Education field in next 3 years
- Leverage Aerospace Programs to entice education field members
- Expand definition of Education field – Teachers, Students, Businesses
- Use terminology and goals consistent with those used in education
- Make AFA recognized leader in STEM education
Questions