



Civil Affairs Association Strategic Planning Session

**Support Soldiers' Interests and
Needs**

January 29, 2011

THE CIVIL AFFAIRS ASSOCIATION (CAA)

Guiding Principles Framework

Goal and Guiding Principles

GOAL

To ensure the CAA adds Relevance and Value to its Membership

GUIDING PRINCIPLES

- Ensure the CAA represents the interests of members
- Have tangible/intangible value for members
- Create an environment that leads to active participation in the CAA and increased membership
- Enhance the CAA image internally and externally
- Be value added for USAR
- Enhance CAA's esprit de corps

Strategic Initiative

Support Soldiers' Interests and Needs

Goals:

- Develop a Soldier benefit programs - What's in it for me?
 - Civil Affairs related Civilian jobs network and jobs posting
 - Data base of services available for Soldiers
 - Develop Soldier communications network and camaraderie
 - Support military career development / lessons learned - blog
- Support family readiness and Yellow Ribbon activities
 - Spousal role (auxiliary)
- Support the CA Corps

Strategic Initiative
Support Soldiers' Interests and Needs
Continued

Objectives:

Soldiers' Benefit Programs

- Implement a Civil Affairs related Civilian jobs posting network

Tasks:

- Identify sources for CA related civilian jobs
 - Obtain permission to post jobs and develop methodology for adding them to the CAA website.
- Implement a Data base of services available for Soldiers

Tasks:

- Identify which services to be made available
 - Create web-link to the URLs for service providers
- Develop Soldier communications network and camaraderie
 - Task: Develop a military career / lessons learned - blog

Strategic Initiative
Support Soldiers' Interests and Needs
Continued

Objectives:

Soldiers' Benefit Programs

- Support family readiness and Yellow Ribbon activities

Tasks:

- Become involved with the local units - Family Support program
- Develop a Spousal role (auxiliary) for family support

- Support the CA Corps

Tasks:

- Identify what the CA Corps requirements are at the soldier / unit level
- Implement programs supporting the CA Corp for soldiers

Strategic Initiative

From - Advocacy

Goals that affect Soldiers' Interests and Needs:

- Educate full spectrum of CA users
- Educate press and civilian community
- Support conferences, conventions and events

Strategic Initiative

From - Chapters/Esprit

Goals that affect Soldiers' Interests and Needs:

- Enhance awards program
- Promote CA history, traditions and accomplishments
- Establish innovative and effective communications
- Enhance social activities

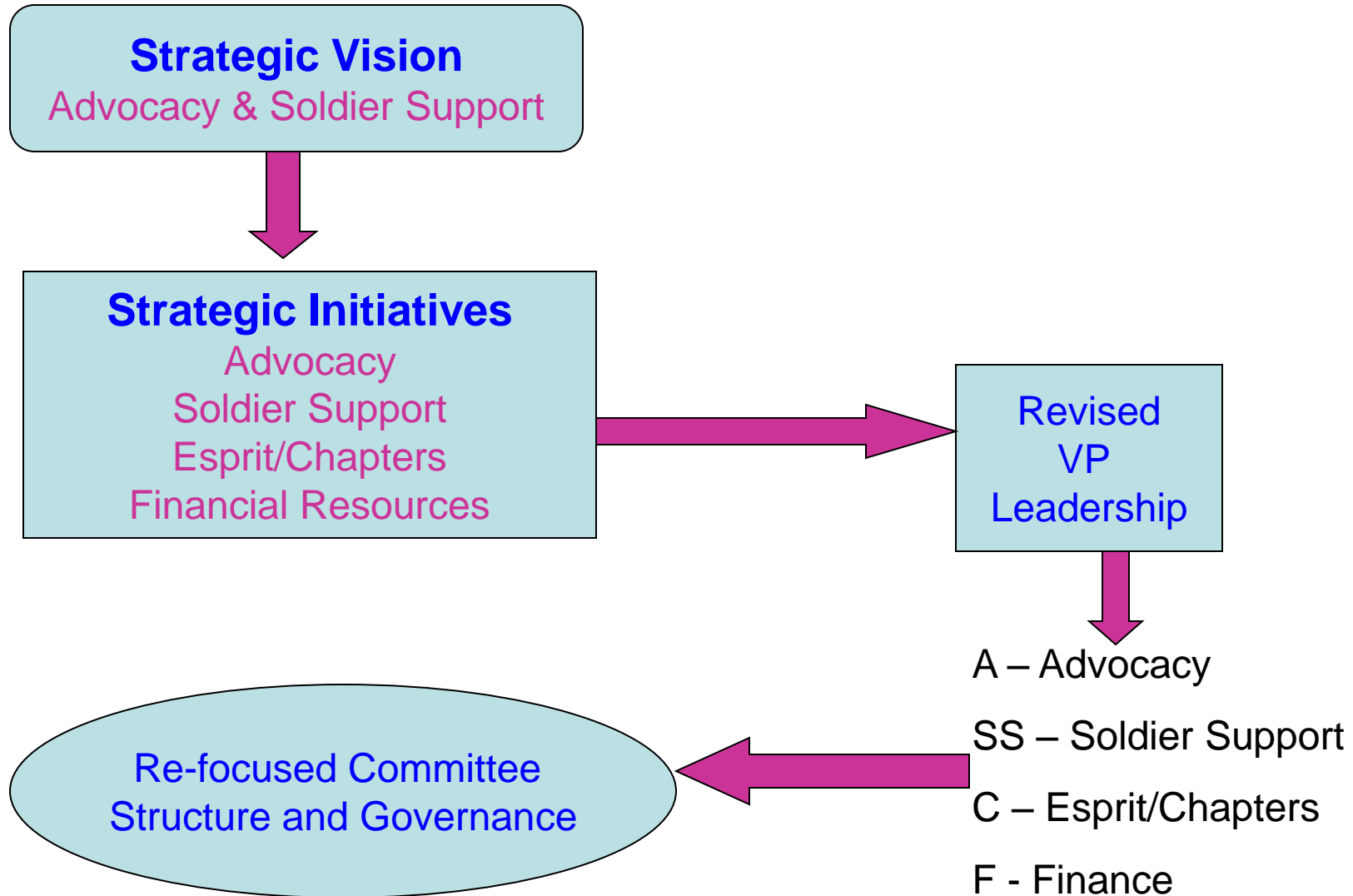
Strategic Initiative

From - Financial Resources

Goals that affect Soldiers' Interests and Needs:

- Fund the Soldier benefit programs
- Modify dues program

Re-Focused Framework



Re-Focused Committee Structure

<u>Committee</u>	<u>VP Governance</u>	<u>Proposed Name Change</u>
Executive	G*	
Oversight	G*	
Membership	C SS	
By Laws	A & G*	
Awards	C	
Enlisted Affairs	SS	Soldier Benefit
Finance	F	Finance, Marketing and Development
Publications	A	Strategic Communications
Military Issues	A	
Chapter Development	C	
Special (Fund Raising)	F	
Annual Convention	A	Conferences, Conventions and Events
Nominations	G*	

* Governance - overseen by President