



Civil Affairs Association Strategic Planning Session

January 29 2010

THE CIVIL AFFAIRS ASSOCIATION (CAA)

**Multiple
Deployments**

**Changes at
Combatant
Cmds**

Snowflake

Association's Current Environment

- Lack of Organizational Vision
- Membership Continues to Decline
- Deployments Impact Participation
- Culture of Non Participation in Social, Fraternal Organizations
- Lack of Rally Point to Maintain Interest and Active Participation

Given this Environment

Is there a future for the CAA? If so, what actions should the CAA take to ensure continued relevance?

- Stand Down the CAA
- Incorporate CAA into Civil Affairs Corps
- Restructure the CAA
- Other alternatives identified by the Focus Group

THE CIVIL AFFAIRS ASSOCIATION (CAA)

Guiding Principles Framework

GOAL

To ensure the CAA adds Relevance and Value to its Membership, Civil Affairs Branch, Civil Affairs Corps, the USAR, USASOC and USACAPOC

Whatever we discuss must:

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
- Influence doctrine, policy development and CA force structure
- Enhance CAA's esprit de corps
- Ensure recognition and understanding of CA capabilities

Strategic Initiative

Advocacy

- Obtain opinion letter from TJAG
- Enhance congressional and military contacts
 - NATO
 - CIMIC discussion list
- Establish link with CAR's ambassadors Program
- Educate full spectrum of CA users
- Educate press and civilian community
- Support conferences, conventions and events

Strategic Initiative

Support Soldiers' Interests and Needs

- Develop Soldier benefit programs
 - What's in it for me”
 - Civilian job network
 - Data base of services available for Soldiers
 - Support military career development
- Support family readiness
 - Spousal role (auxiliary)
- Support the CA Corps
- Develop corporate appreciation program

Strategic Initiative

Chapters/Esprit

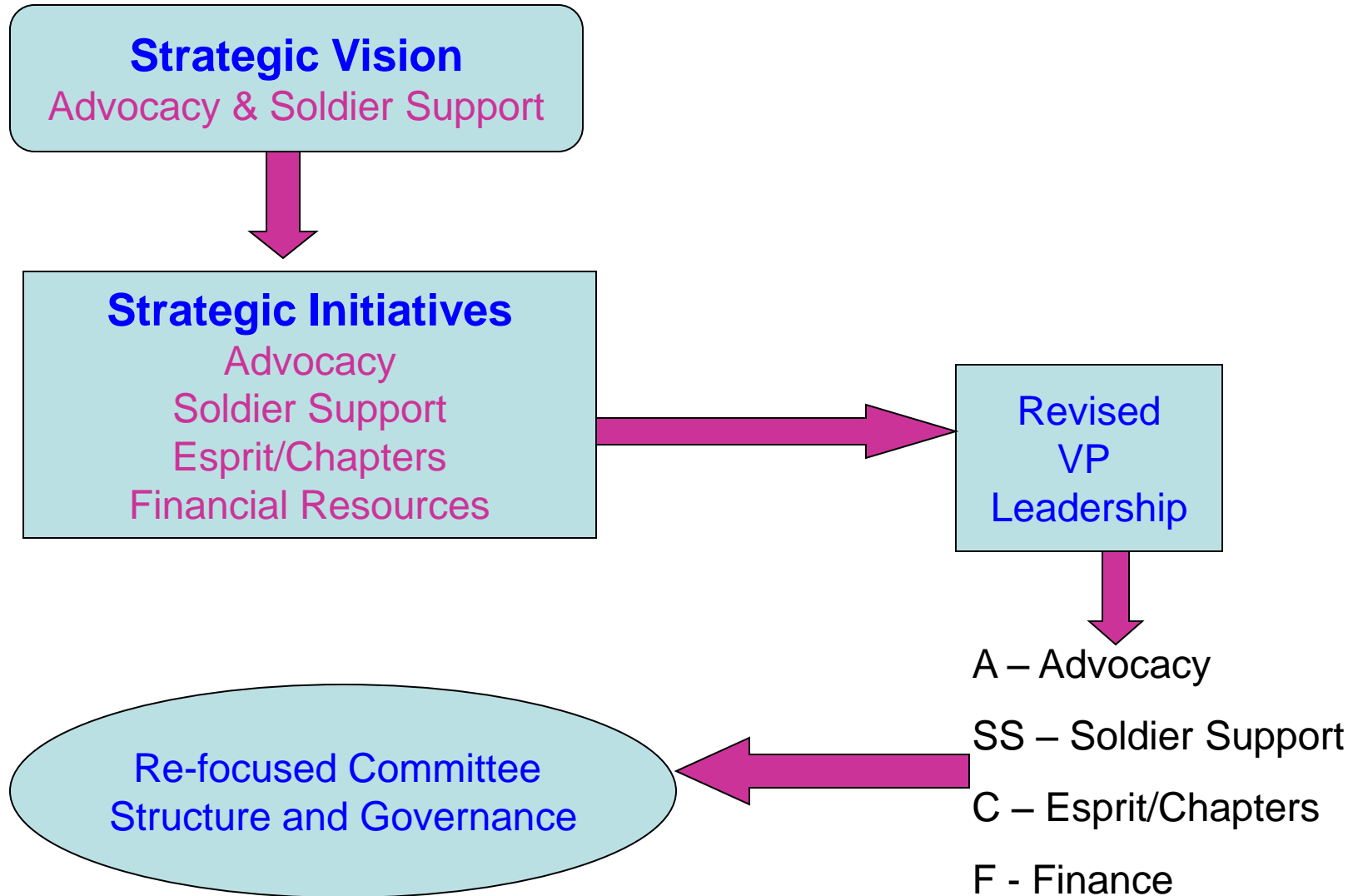
- Enhance awards program
- Promote CA history, traditions and accomplishments
- Build viable and effective “Chapters”
 - Is this the right structure?
 - Leverage alumni/alumnae
 - Significantly increase membership
 - Publicize significant chapter accomplishments, histories and Soldier stories
 - Establish innovative and effective communications
 - Enhance social activities

Strategic Initiative

Financial Resources

- Fund the Soldier benefit programs
- Identify and leverage new funding sources
- Provide financial support to CA Corps
- Increase corporate sponsorship
- Modify dues program
 - Tap into life members

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	
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