

# **Strategic Initiative: Advocacy**

**Civil Affairs Association**

**Board Meeting 19 Jan 2011**

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# Advocacy

Using the platform of the Civil Affairs Association to promote the capabilities of Civil Affairs forces and influence policy

# Advocacy Goals

- Educate full spectrum of CA customers on CA capabilities
- Raise awareness to public, NGO, academia, corporate, and media
- Provide resources for CA operators to enhance skills and experience
- Provide forums for sharing CA related expertise and experience

# Advocacy Goals

- Increase CAA contacts with relevant members of Congress and DoD
- Facilitate joint as well as Reserve/AC CA relationships
- Encourage relationships to CA forces in other countries
- Find out what CA wants from CAA

# Educate full spectrum of CA customers on its mission and capabilities

- Host annual CAA conference with cutting edge topics and speakers
- Update CAA Issue Papers
- Establish/strengthen ties to OSD, DA Combatant Commands, etc.
- Participate in conferences of other associations such as AUSA, ROA, and other related organizations when possible

Raise awareness to public, NGO, academia, corporate, and media

- Invite participation at CAA conferences
- Establish/upgrade social media (Facebook, Twitter, website, etc.)
- Appoint PR rep to ID media opportunities
- Facilitate CA personnel participation in related academic and NGO conferences (travel grants, etc?)

# Provide resources for CA operators to enhance skills and experience

- Cutting edge panels and speakers at CAA annual meeting
- Website: degree programs/courses, post internships and jobs, conferences, latest DoD CA info, etc.

# Provide forums for sharing CA related expertise and experience

- CAA annual conference
- Discussion list on website
- CAA Journal / Scroll and Sword
- Encourage joint and international participation in these forums

# Increase CAA contacts with relevant members of Congress, DoD, etc.

- ID CAA board members with reps on HASC, SASC, etc.
- Recruit recently retired senior officers
- Determine CAA lobbying goals
- Work with other military advocacy organizations AUSA, ROA, sister branch organizations

# Facilitate Joint and Reserve/AC relationships

- Invite all services and AC to present at CAA conferences
- Encourage new CAA board members from these sources
- CAA ambassadors visit units, service schools, learn needs

# Encourage relationships to CA forces in other countries

- Invite international participation at CAA conferences and events
- Increase ties to NATO CIMIC Center of Excellence in Netherlands and others
- Foster participation in international conferences related to CA (travel grant program?)

# Find out what CA wants from CAA

- Invite comments/suggestions on CAA website discussion list
- Develop a CA personnel survey to hand out during unit visits, post online

QUESTIONS / DISCUSSION