

AFCEA West BOD Kick-Off Meeting (Kent Schneider presiding) 24 Jan 2011

Table of Contents

I. Chapter Engagement.	1
II. Government Engagement.....	1
III. Young AFCEAN Engagement	2
IV. Focus Areas.....	3

I. Chapter Engagement.

They are calling this the “Year of the Chapter” (but we need to think through do we live to International Objectives or continue what chapters do, go their own way).

One of the outcomes of the Annual Survey Results was a need across the board to improve communications to new members.

Improve the look and feel of web sites. Jim Griggs CTO/CIO is currently hosting 40 chapters’ websites. Improved look and feel by standardizing with chapters sill owning content.

- (Should we reassess how ours is hosted.?)
- (Is there a way to improve interaction, ease of use, etc...?)

Governance

- Bylaws will be voted on today at BOD Meeting
- Chapter Operations Task Force in creation and they are looking for participation.
- (It is not clear that we have clear International to Regional to Chapter insights and focus in our goals/objectives).
- They are working on handbooks for us. In a different set of meetings we were told these likely would not be ready this year.

II. Government Engagement.

Engagement government is a primary focus this year.

- Refocus of core principle when AFCEA was created after WWII.
- Defining value proposition of engaging military and DOD civilians.
- With limited monies in gov’t, and industry, properly focusing limited resources to mutually support the partnership is important.
- More of engagement increasing at Federal level because “security” is crossing traditional “defense” related fields. And in Europe is at the EU level as well as the national level.
- First responders are another possible area that will result in a comprehensive approach to government engagement even at, or especially at the local level.
- BRAC also influencing the structure of local chapter engagement.
- Medical IT is also an area that is going to become a reach out.

Less forums of higher quality. An example given was AFSPC combining space and cyber forums into one.

- LAND WARNET combined 10 separate events into one.
- Local Chapter benefits as less events to support and improving financial receipts.
- Supporting tailored focus groups which target specific issues; generally not revenue generating but improving the practice of Comm and Electronics.
- Section 804 – DOD required to improve IT acquisition. AFCEA supporting the 9 focus groups that are, or will be, an outgrowth of this report.

International looking for ideas on how Chapters can support their local government needs. When we develop these ideas, seek support from International.

International yearly gathers input from government senior leaders on what is important to them.

- International intends to develop campaigns from these.
- Information is shared with the field, check Google DOCs folder.
- SECAF just responded.
- They can tell us who they sent the request to at local level.

Federal CIO just released Federal IT Reform Initiative, a 25 point discussion on how to reform IT management. One of the main talking points being too clearly state FAR/DFAR allow “proper” communication between government and industry.

Some significant discussion throughout the above items addressing the legality of engagement and the, at times, lack of understanding that engagement is allowed. Specifically some local JAGs are limiting participation and/or the local leaders are concerned about engagement.

International is no longer allowed to have AD BOD members at International level; years ago ½ the board used to be military. In US, it is not an issue if the officers are O-6 or below but internationally they can be, and are, GOs.

III. Young AFCEAN Engagement

How do we sponsor the growth of our future?

90+% of AFCEA members never see international. Therefore Young AFCEAN engagement must be done at the local level.

YAC is a good idea to meet some needs but one focus area should be to engage the YAC in the overall Chapter levels. YAC should be an additional activity; AFCEANs first and foremost.

Overall increasing participation in some areas.

- NOVA Young AFCEANs did fund raising for Wounded Warrior

- Bethesda Chapter turned all Web2.0 programs to Young AFCEANs.
- YAC Rep on Board is a possible best practice (we are already doing this).
- Leadership positions for Young AFCEANs should be looked into. A couple YAs who were previously Chapter Presidents (Montgomery and ??) were in audience as was an active President (Vandenberg).
- Recruiting YAs is important. Lexington-Concord Chapter has an annual membership day with a YA Town Hall day where YAs invite another possible YA.
- Gen Lord specifically mentioned for his focus on YAs starting with his twice winning DYA award; only person to have done so.

Challenges being;

- Industry YAs are typically those generating revenue for the company in billable hours so hard to break away.
- SB YAs typically more engaged because they are trying to grow visibility whereas LBs do not focus on YAs as much.

IV. Focus Areas

SB participation should continue to be engaged. SB Value Prop is different than LBs. Especially since many SBs are local.

Government civilians are also underserved as much focus is on military engagement.

Percentage of women members is less than percentage in the industry.

Technical community, engineers and scientists, are often not participants.

Bottom line: engage your local chapter stakeholders – are you serving them?

Note: some chapters sent multiple personnel (Montgomery sent both Joe Bessleman (now president) and Charisse Stokes (past president) and it looked like a couple others did as well).

//KRH-24 Jan 2011//

Kenneth R. Hirlinger Jr

Tidewater Chapter VP