

## AFCEA West Chapter Officer Meeting 24 Jan 2011

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### I. Chapter Services Update – Curt Adams

SES ribbons to recognize government civilians much like we'd do with GOs. Allows SESs to have visibility at meetings to increase interaction between them and the chapter members.

Government Contracts Made Easier – is a book in publication, sponsored by Chapter. Visit AFCEA Booth to pick one up. Tammy Goering can send more to the Chapters for SB program.

Student Member Application is now on-line, per Kathleen Helm.

Susan Emert, Domestic Chapter Support working with Shawn who focuses on international.

### II. Signal Magazine – Beverly Mowery Cooper, CKO

Chapter Training – webinar started in Nov, run about 20 minutes. They are archived on the site to help those unable to attend or when there is chapter officer turnover.

- They are looking for future Webinar topics.
- Webinars; first 20 signed up, 10 attended. Second one 28 signed up and all attended.
- Next webinars
  - o Mar 2 – Taxes and Accounting; recommended for more than just treasure to attend. Note some limits exist or you lose not for profit status.
  - o Apr 6 – AFCEA Calendar Tool

Chapter News improvements.

- Survey is out. [www.bit.ly/chapternews/survey](http://www.bit.ly/chapternews/survey). Paper ones also in the folder.
- Adding color – resolution issues so we must have high quality color if we enter.
- Policy is all submitted news is used, if you make the deadlines.
- Can submit on-line for monthly news vice quarterly publication.

Signal Connections, newsletter. Regional based calendar news if we put in this info then when they send mass email, each member gets tailored calendar info of next activity.

### Signal Media

- Includes video, news, calendar and other items that can either be used on our web sites, or integrated with theirs.
- RSS feeds are OK.
- If we input to their calendar, then they use the International one back to our Chapter via an API.
- Can use websites to promote our events.
- They have a blog, Facebook, Twitter.

Bev's contact point: [bcooper@afcea.org](mailto:bcooper@afcea.org)

Presentation will be on Portal, Chapter Officers Tool.

### III. Chapter News/Web 2.0 – Rachel Eisenhower

- Three news articles/month. Three pictures per submission.
- 1/3 page free add for each event.
- If submitted 100% of time it is used.
  - o Turn events within 2 months of them happening to keep “news” current.
  - o If not submitted on-time it still goes on-line.
- See webinar for more specifics on Chapter News. It is listed under the Portal's Training Link. Webinar is 30 minutes or less.

### IV. PDC – Shelia McCoy

If we co-host a course with International, we split revenue 50-50.

New Catalogue is in mail. Courses are not credentialed so they don't currently apply towards ADP. Some have success at school level of getting these applied towards their course work.

Social Media is 1 of 4 courses being taught at West. It is free on Tuesday.

Executive Leadership Series will be at JWC.

AFCEA Leadership Forum. Engagement with senior leadership is the goal.

- DC based one is held twice a year; 6 months long, 1<sup>st</sup> Monday/month. It has been running for four years.
  - o All nominative to attend.
  - o You can be from outside DC but have to be nominated and pick up tab.
  - o Non-attribution, no substitutes.

- Can start one in other areas but you will have to be engaged to set this up as it is a significant event. Email sent to ask about same in agreement with Theresa Duvall.

POC to email: [pdc@afcea.org](mailto:pdc@afcea.org)

(? for chapter – is PDC one of our core focus areas since we never address. In coordination with Hampton Chapter a note was sent to International looking to explore doing this same activity in our area.).

## **IV. Scholarships – Norma Corrales**

### **STEM**

- Matching scholarships program.
- STEM Teaching Tool Grants \$1000/year.
- Looking for five chapters to pilot and grow this area. NOVA has agreed but International is looking for more sponsorship.

### **Cyber Committee Initiative**

- 7 \$5000 scholarships
- 10 \$1000 for Young AFCEANs enrolled in Cyber Training
- 2 \$5000 Undergrad Scholarships for H.S. Seniors

### **Education Summit, part of JWC.**

- Sponsored by ManTech
- Call for topics is out.

### **Foundation Partnership**

- Helping the local community from a national level.
- Cross link Chapter Website to Education Foundation
- Science Fair nomination temporarily suspended due to loss of Tiger Wood Foundation. Last year 7 submitted but, not this year. It may come back. Look for news letter next week.

### **2011 Educational Foundation Fund Drive**

- Deb Alderson and Dendy Young heading it up.
- Donations
- Teresa asked a good question on how we follow-up on scholarship winners. Not something that is easily done. A tracking program is something they are considering.
- (? For chapter – should we do a specific foundation fund drive as part of a luncheon; at an individual level, maybe even a special drawing?)

Foundation is looking into reorganizing and focusing on four main categories.

- This will be reflected within the next 6+ months.
- Focusing on more junior ages because of the potential to expand the number of students touched and expanding the pool for the college scholarships.

(This is important – we, like they, can't be all things to all people).

#### **IV. Other Points -- Curt**

Young AFCEAN SB Scholarship is available. Tammy Goering. See info in the folder.

SB Survey – filled out and left for them. They are trying to see what Chapters are doing for SBs. 1900 Corporate members and 80% are SBs; therefore, we should have a focus on them.

Chapter Operations Task Force.

- Outcome: activities that can be implemented in 2011 to improve chapter operations.
- Members: chapters from US (5 large, 3 medium, 5 small), Europe (1 medium), Asia (1 small); 3 regional VPs, and 9 AFCEA Staff. Approx 30 members in task force. Looking for more.
- Google Docs to see info.
- Focus areas
  - o Collaboration
  - o Communication
  - o Training and Education
  - o Recognition (to include Awards)
  - o New/enhanced services.
- First conference call was last Thursday and they will be doing weekly sessions.
- Progress Report at JWC.

Government Engagement.

- We don't lobby.
- We create an environment for government-industry interaction.

#### **IV. Discussion Points – Curt Adams and Chapter Reps**

Handbook is not likely to be out this year.

Webinar on taxes looks to be a must have.

They are defining the needed for each person to fill their duties so they can be effective out of the gate.

Ethics and JAG related discussion was a major focus.

Do roles change in officer positions if you are AD/GS vice Industry?

- Can sit on board but not as a gov't representative to obligate the agency.
- They specifically stated that we shouldn't be using gov't email. But, we know this is an issue. They only tackle this at chapter locations where there is an issue but not by sending blanket Ethics issues.
- Chapter specific cards used by one chapter.
- Some gov't reps to even come to this meeting, met with their JAG. The person who brought this up was from ESC.
  - o OGE-450 apparently required.
  - o He had to be on personal leave to be here
  - o (then how do we have officers in uniform here; and how can they take time to meet us during the business day)

Is there a compilation of Ethics or Lessons Learned to help us understand our bounds?

- No, not even sanitized.
- For predominant military chapters, they recommend that a non-military person be the treasure of a chapter. Even more specific was to have an industry person be treasure.
- One chapter (DC) has an ethics rep who reviews all releases.
- Becomes a point of commanders asking JAGs to tell them how they can do something.

Financial support. It is important that we have our board reps and treasurer attend the upcoming webinar. From there we might determine our approach to addressing the following with International;

- Audits
- Structure of expenses/revenue
- Taxes
- Laws and Compliance (tied to Audit)

//KRH—24 Jan 2011//  
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