

***Carlisle Barracks and Cumberland Valley Chapter, Association of the United States Army***  
**CHAPTER ANNUAL PLAN - 1 July 2017 to 30 June 2018**

**CHAPTER OVERALL PROGRAM (ANNUAL PLAN):** Program of meetings and activities for the Operational Year 1 July 2017 to 30 June 2018. Chapter objectives include:

- Enhance the US Army War College educational experience for our emerging senior leaders.
- Provide and support activities that benefit Soldiers and their families, retirees, and Veterans in the local Carlisle Barracks and Cumberland Valley communities.
- Foster and promote a caring community committed to those who serve and support the Army through education and awareness of important Army issues; translate AUSA's professional and educational mission and objectives into Chapter activities.
- Increase individual and corporate membership; provide and support activities that benefit Chapter membership and the community; promote and increase individual and corporate member involvement in Chapter activities.
- Improve Chapter communications through direct personal engagement, social networking, and through enhanced use of the internet.
- Attain Chapter of Excellence status.

**PROPOSED ACTIVITIES:**

1. **General Membership Meetings:** The Chapter will plan to hold quarterly events that meet criteria to serve as general membership meetings where all members are invited and the expectation that a 25-member quorum can be achieved. Where possible, the Chapter will cooperate with other organizations (e.g. Military Officers Association of America and the Army Heritage Center Foundation) to co-sponsor special events where the activity is mutually beneficial and promotes greater interaction with individuals and businesses who support AUSA goals and objectives.

- a. First Quarter (July-Sep): 26 August 2017 – Annual Golf Outing and Fundraiser
- b. Second Quarter (Oct-Dec): (T) 18 Oct 2017 – Membership Appreciation Reception
- c. Third Quarter (Jan-Mar): (T) 23 Mar 2018 – Membership Appreciation Reception
- d. Fourth Quarter (Apr-Jun): (T) 14 June 2018 — Army Birthday Meeting. Local area soldiers as guests of honor. Co-hosted with the Army Heritage Center Foundation and the U.S. Army War College Foundation.

2. **The Executive Committee (ExComm).** The Executive Committee meets the third Tuesday of each month (12 meetings each year).

3. **Membership Activities** – Responsibility of the Vice President for Membership and the President, respectively.

- a. Individual Members

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1) A general membership drive will be conducted with an aggressive and widely recognized program of activities for the Soldiers, DA Civilians, and their families. This drive is conducted in two phases. The first phase is conducted in summer (Jun-Aug) and focuses on the incoming classes (both resident and distance) to the US Army War College (USAWC) and newly assigned soldiers to the Carlisle area. The second phase is conducted every spring and is focused at the permanent party soldiers and retirees living in the area. Close working relationships exist with the senior NCO leadership that fosters a year round support base for our general membership drive.

2) The key event of our annual membership drive is the Carlisle Barracks County Fair and Welcome Expo held 9 August 2017. A chapter information booth will be set up to solicit new members and allow current members to transfer their membership to our chapter.

3) As an incentive, the Chapter provides monetary gifts to USAWC seminars that achieve 100% membership of eligible students and faculty. The Chapter also offers cash incentives and memberships to graduating ROTC cadets, and installation Soldiers and civilians who have been recognized as employees of the quarter/year.

4) The chapter will set up a membership booth at each chapter function to solicit new members and to assist with renewals and transfers. The chapter will also identify additional community events that could support a membership booth. Examples include such events as Retiree Days and the ARNG and USAR birthday celebrations. Additionally this year, the Chapter will make a concerted effort to solicit USAWC Distance Education Program students.

5) Metrics: The Chapter goal is to achieve three or more seminars with 100% current AUSA Memberships; achieve an individual membership total of 500, and a Corporate Membership of 38. This is a 10-15% increase over current membership levels.

**b. Corporate Members:**

1) For the 2017-2018 Chapter Year our goal is to continue our corporate sponsor growth. Our corporate membership drive is conducted throughout the operational year. The plan will identify potential new members and use person-to-person engagement to explain the benefits of membership and to close the deal. Networking with local Chambers of Commerce and other community business organizations is an ongoing operation.

2) Annually, the chapter provides recognition to corporate sponsors. This includes special corporate member events and formal invitations to the general membership meetings. The Chapter President presents a memento recognizing new corporate members worthy of public display at their establishment. The Chapter actively highlights corporate members and encourages member patronage.

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c. Member Appreciation Receptions. These key retention and recruiting events are centered on the annual Members Appreciation Receptions. The chapter hosts informal evening events for active and prospective individual and corporate members at locations that will offer opportunities to thank serving members and expose non-members to AUSA.

d. The Carlisle Barracks and Cumberland Valley Chapter Leadership Luncheon/Dinner. The Chapter invites a member of AUSA National to speak to the Chapter leadership at an informal lunch/dinner event. This event is projected for the August-September 2017 timeframe.

4. **Special Projects:** Support is provided to various military organizations for selected ceremonies and events. This program will support professionalism and pride in the Army and the nation. The following are the special projects that are scheduled for the coming year.

a. ARMY BIRTHDAY. Committee Chairperson Chapter President.

b. ARMY NATIONAL GUARD BIRTHDAY. Committee Chairperson Army National Guard Representative.

c. ARMY RESERVE BIRTHDAY. Committee Chairperson USAR Representative.

d. NATIONAL ANNUAL MEETING. Committee Chairperson: Chapter President/Treasurer. The Chapter sends a delegation to the meeting each year. The NCO and Soldier of the Year are invited to be part of the Chapter delegation. The Chapter also acts as the catalyst for coordinating USAWC student visits to the Annual Meeting, 9-11 October 2017.

e. FIRST REGION ANNUAL MEETING. The Chapter President, or a designated representative, attends the First Region Annual Spring Meeting. The Chapter also sponsors soldier attendance at the Roebing Dinner.

f. JIM THORPE DAY. Committee Chairperson: Vice President for Programs. The Chapter provides awards and other support as requested.

g. CARLISLE BARRACKS COUNTY FAIR & WELCOME EXPO. Committee Chairperson: Vice President for Membership. To promote membership growth and the mission of the USAWC, the Chapter participates in this annual orientation event with an education and information booth. This Chapter Year the County Fair will be conducted on 9 August 2017.

h. ARMY HERITAGE CENTER FOUNDATION (AHCF). Committee Chairperson: Chapter President/Vice President for Programs. The chapter supports AHCF activities with a focus on developing an understanding and appreciation of the Army's central role in the growth, development and protection of the nation and its way of life. A special focus for this chapter

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year will again be support to the AHEC strategic communications effort on the value of this institution to the local community.

i. **COMMUNITY SERVICES.** Committee Chairperson: Treasurer. The chapter coordinates "sponsorship" of various Morale and Welfare (MWR) activities. For example, showing the film "Jim Thorpe All American" annually to the incoming students, staff and faculty. The intent of these activities is to provide Chapter support to the community and to enhance our membership growth program. The chapter also coordinates fund raising activities to support installation programs. This program provides people support to those in the Army and their families. Potential activities include: Retiree Appreciation Day, donations to installation MWR activities/other soldier support organizations, community volunteer recognition

j. **GOLF TOURNAMENT.** Committee Chairperson: Golf Director. Annual Chapter "Get Acquainted" Golf Tournament and fundraiser is conducted to serve as a general membership meeting and to finance our many programs. This year, the Golf Tournament is scheduled to be held on 26 August 2017.

k. **AWARDS.** Committee Chairperson: Vice President for Programs.

1) **OUTSTANDING EMPLOYEE AWARDS.** Committee Chair: Treasurer. The Chapter presents monetary awards and free two-year AUSA memberships to the NCOs, Soldiers and Civilians of the Quarter and Year for Carlisle Barracks and Letterkenny Army Depot. The NCO, Soldier and Civilian of the Year receive an AUSA membership, a \$250 cash award and are invited to attend the National Annual Meeting.

2) **ROTC AWARDS PROGRAM.** Committee Chairman: Vice President for ROTC Affairs. To introduce future Army Officers to the benefits of AUSA membership, the Chapter provides memberships for the MS IV, senior cadets who will graduate and be commissioned from the Dickinson College Blue Mountain Senior ROTC Battalion and the Shippensburg Senior ROTC Battalion. The top graduating ROTC cadet from both Dickinson College and Shippensburg University receive a \$500 cash award, recognizing excellence in military performance and studies. Additionally, a cadet from each Battalion who has distinguished him/herself is presented the AUSA ROTC medal and certificate. The Chapter also recognizes distinguished cadets in the area's JROTC Programs: Carson Long Military Academy; Cumberland Valley High School; Red Land High School; Cedar Cliff High School; and Gettysburg High School. A distinguished JROTC Cadet in each JROTC program is presented the AUSA JROTC medal and certificate.

l. **THE STRATEGIC ART FILM PROGRAM (SAFP).** Committee Chairperson: SAFP Director. This highly respected program offers an enjoyable way to explore military history and contemporary military issues through film. The SAFP is a voluntary and enjoyable activity for USAWC faculty and students. It also serves as an academic enriching activity that is linked to the core curriculum to the extent possible. The SAFP is conducted throughout the academic year and is managed by the Army Heritage and Education Center (AHEC) in partnership with

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the CB&CV Chapter. Films are moderated by members of the USAWC faculty who have expertise in the various film topics, for example, military history, leadership, ethics and strategy development, to name a few. The CB&CV Chapter, AHEC, and the USAWC have developed a support agreement to perpetuate the program as a voluntary forum enriching the USAWC students' opportunity to conduct analysis and discussions concerning military history and more contemporary security issues.

m. **MILITARY INSTALLATION SOLDIER SUPPORT.** Committee Chairperson: Senior Enlisted Representative. This is focused on provided support for military installation tenant organizations with assigned enlisted soldiers. In addition to including them in our overall soldier programs, the Chapter responds to requests for support from Commanders and Senior Enlisted Representatives.

n. **SCHOLARSHIP PROGRAM.** Committee Chairperson: Treasurer. The Chapter selects scholarship winners from applications submitted by Chapter Members NLT 1 May each year. Selections are based upon demonstrated leadership qualities, academic qualifications and demonstrated potential using objective criteria and the subjective judgment of the panel and Board. The goal is the selection of well-rounded individuals whose combined academic excellence and leadership qualities indicate high potential as a future civic or military leader. Those selected winners who are approved by the Board receive scholarships typically ranging from \$250 to \$1000 based on their standing. Annual scholarship award winners are recognized on the Chapter's website and in the newsletter.

o. **COMMUNITY DONATIONS to CHARITABLE ORGANIZATIONS.** Committee Chairperson: Treasurer. Director Every year the Chapter recognizes non-profit organizations in the community who support Soldiers and their families, retirees, Veterans, and especially those in need. Based on Board approval, those organizations deemed critical to the care of needy in the community are presented Chapter donations to support their worthy efforts.

5. **Budget:** see attached.



Robert S. Hume  
Colonel, U.S. Army, Retired  
Chapter President

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**CARLISLE BARRACKS CUMBERLAND VALLEY CHAPTER  
BUDGET**

**INCOME**

<u>Share Dues:</u>		\$3,000.00
Individual	\$1,000.00	
Corporate	\$2,000.00	
<u>Fund Raising:</u>		\$5,550.00
Golf Tournament	\$5,500.00	
<u>Interest Income</u>		\$50.00
Members 1st	\$50.00	
<u>Donations</u>		\$1000.00
Member Contributions	\$600.00	
AUSA President's Club Incentive	\$400.00	
<u>Carry Over from BY '16</u>	\$29,400.00	\$29,400.00
<b>TOTAL</b>	<b>\$39,000.00</b>	<b>\$39,000.00</b>

**EXPENSES**

<u>Annual Meetings:</u>		\$5,500.00
USAWC Spouse (bus)	\$1,000.00	
Annual Meeting Expenses (Chap Attendees)	\$2,500.00	
Chapter Sponsor Appreciation Meeting	\$2,000.00	
<u>Soldier/Civ Programs:</u>		\$8,000.00
Membership Awards	\$1000.00	
Support for Wounded Warrior Program	\$500.00	
Luncheon for Strategic Film Program	\$500.00	
Jim Thorpe Outdoor Movie	\$2,000.00	
Blue Mountain Battalion ROTC Cadet of Year	\$500.00	
Shippensburg Univ ROTC Cadet of Year	\$500.00	
Soldier/NCO/Civ of Qtr/Yr Awards	\$2,000.00	
Graduating ROTC Senior AUSA Memberships	\$1,000.00	
<u>Corporate Member Programs:</u>		\$3,500.00
Certificates/Plaques	\$500.00	
Corp Member Brochure	\$1500.00	
Corporate Luncheon	\$1500.00	

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<u>Other Expenses</u>		\$10,000.00
JROTC Recognition/support	\$1,000.00	
Four Newsletters (includes postage/printing)	\$4,000.00	
USAWC Film Program Copyright Costs	\$1,000.00	
Other Printing Costs	\$2,000.00	
Other Postage	\$1,000.00	
Admin Supplies	\$1,000.00	
<u>Donations/Grants:</u>		\$12,000.00
Vets Journey Home	\$500.00	
USAR Birthday	\$250.00	
USARNG Birthday	\$250.00	
DA Civilian USAWC Event	\$250.00	
ILW Contribution	\$500.00	
Army Heritage Cntr Foundation Donation	\$500.00	
Scholarship Program	\$4,000.00	
Healing Waters, Chambersburg Trout Unlim	250.00	
Misc Local Charities	\$3,500.00	
ROTC Ball	\$500.00	
USAWC Public Speaking Award Sponsorship	\$250.00	
Army Birthday Celebration Sponsorship	\$250.00	
100% Membership in Seminar Incentive Awards	\$1,000.00	
<b>TOTAL</b>	<b>\$39,000.00</b>	<b>\$39,000.00</b>