



Texas Council of Chapters (TCC)

Operational Plan

2010 & 2011

“Vision 2010 and Beyond”

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Forward

“TCC is on the Move”

On August 22, 2009 – following the 3rd Qtr TCC meeting in Wichita Falls – present and incoming officers of the executive team met to do operational planning for 2010 & 2011. The purpose of the meeting was to produce and distribute the “first-ever” Operational Plan for TCC. The Plan was approved by the TCC membership at their 1st Qtr 2010 business meeting, Feb 12, 2010 in Tyler, TX.

The meeting focused on: developing a specific mission statement to help guide TCC in all it does; arriving at priority issues or key result areas that must be addressed in the next two years if TCC is to grow, prosper and/or improve in support of its mission and purpose; identifying specific action steps which will make the priorities a reality; and committing to a review process to make sure those owners of the priorities are held accountable to the plan of action.

This initial Operational Plan -- “*Vision 2010 and Beyond*” -- represents the Planning Team’s efforts to further broaden the TCC horizon and become a future focused, proactive organization . . . yet being respectful of its past. The priorities identified are . . .

- Organizational Structure
- Member and Chapter Development
- Legislative – Federal and State
- Financial Stability
- Effective Communications

This plan is not an end in itself -- but rather reflects a current way of thinking and an ongoing review process. This plan is simply a tool to help TCC accomplish its mission. As in any planning efforts, it is a changing and dynamic plan, which must be continuously revisited by its leadership and membership. The TCC Executive Team is committed to successfully shaping TCC’s future through the operational planning process. We welcome your thoughts and value your feedback. Thank you.

Respectfully Submitted,

Planning Team Members

Jim Cunningham (Alamo)
David Briggs (Greater Dallas)
Louraine Robertson (Highland Lakes)
Bob Rymal (Greater Dallas)
Ed Stone (El Paso)
Judy Stone (El Paso)
Jim Snow (Rose Capital)

Facilitator: David Patrick (Alamo)

What TCC Does . . . Its Purpose

The Texas Council of Chapters acts as the representative of its member Chapters, their membership; non-affiliated Chapters and their membership; and National MOAA members who are not affiliated with a Chapter but reside in Texas to the Texas Coalition, The Texas Legislature and various other organizations within the State of Texas. It is the role of the Texas Council, as well, to advocate for the benefits, welfare and pay of those represented to our Senators and Representatives in the US Congress and the same in the State Legislature. This is done regardless of political parties and is strictly apolitical!

The Texas Council also has the role of disseminating information to the aforementioned groups to keep them apprised of the goals of the National and State MOAA organization. This is normally done through the MOAA Texan that is published and periodically updated on this website.

It is also the charge of the Texas Council to encourage the participation of MOAA Chapters across the state in its quarterly meetings, held at various locations throughout the state. These meetings are open to any MOAA member who so desires to attend them as well as designated Chapter delegates. These quarterly meetings are a time of reporting of current activities at the State and National level as well as the sharing of activities and ideas from the participating Chapters. Usually, outside speakers will be presented to address these Chapter representatives in other matters of interest to the group.

The Texas Council of Chapters is also most interested in encouraging the development of Chapters and Satellite Chapters in those areas of the state that have an interest. The Council is also there to help Chapters or Satellites develop activities which would be of benefit to its members or outreaches to areas where they can serve the needs of Active Duty, Reserve or National Guard soldiers as well as retirees.

"Respectful of the past yet focused on the future"

Mission

The Mission of the Texas Council of Chapters is to:

- ***Support the purposes and goals of the Military Officers Association of America;***
- ***Grow membership, develop new chapters, and bolster current chapters;***
- ***Support enactment of federal and state legislation that serves members and families of the uniformed services, past and present; and***
- ***Provide a forum for exchange of ideas among all Texas chapters.***

“The mission looks out “forever” describing everything the organization does.”

Priority Issues

The following have been identified as critical factors which TCC must address as an organization to make significant progress toward its mission. These issues are all equally important and are not listed in priority order. These priorities are vital components of TCC's immediate and long-term success.

❑ ***Organizational Structure***

High performance leadership supplemented by a supporting and efficient organizational structure makes good things happen. TCC must be committed to: sustaining a strong and efficient governance structure; maintaining a synergy-driven, pro-active Executive Team focused on getting things done; and ensuring its "forum for exchanging ideas" is well-organized and effective for all attendees.

❑ ***Member and Chapter Development***

TCC must continually focus on retaining and recruiting members – as the current membership is aging – while supporting and assisting chapters (especially those in "distress"). Much of this can be done by embracing and promoting National MOAA programs and services designed to grow membership and develop new chapters.

❑ ***Legislative – Federal and State***

Nonpartisan advocacy at all legislative levels is key to MOAA's and TCC's success. Success is only achieved through the active participation of chapters in establishing and maintaining strong relationships with their legislators through visits, correspondence, open communications, etc. Visibility with Federal and State legislators is key.

❑ ***Financial Stability***

It is imperative that TCC generate and sustain stable, consistent and diverse revenue sources to fund all programs and activities keeping in mind that "an unfunded operational plan is no plan". Long-term growth and expansion as well as the success of all other priority issues are dependent on this one priority.

❑ ***Effective Communications***

Timely and accurate electronic communications is a must in today's fast paced, virtual world. TCC must be a driving force with MOAA to use MOAA's databases and systems capabilities to drive membership recruitment and chapter growth; as well as communicate and broadcast critical legislative issues on a timely basis to the 34,000 MOAA members in Texas.

Action Plan

I. Organizational Structure

Owner of Priority: David Patrick

Action Steps:

- 1.1 *Revise the bylaws to include designating a position for VP – State Legislation.*
- 1.2 *Develop Position Descriptions for all TCC Officers.*
- 1.3 *Conduct regular Executive Team teleconferences.*
- 1.4 *Streamline business meetings to focus on the future rather than the past; use a consent agenda; have an educational module in each meeting; use meetings to brainstorm ideas to support all other priority issues.*
 - 1.4.1 *Change meeting format to: Friday afternoon business meeting; Friday evening social; Saturday morning educational breakout sessions/seminars.*

II. Member and Chapter Development

Owner of Priority: Jim Snow

Action Steps:

- 2.1 *Develop an assessment tool to assess all chapters and/or chapters in distress.*
 - 2.1.1 *Conduct assessment.*
 - 2.1.2 *Determine what help National MOAA will provide.*
- 2.2 *Focus and concentrate efforts on Give Me 10(GMT), Life Membership, Gold Bar, etc. programs and promotions.*
- 2.3 *Focus on recruitment and retention at TCC meetings, i.e., “Give us a good idea you are doing in the area of recruitment and retention”.*
- 2.4 *Assist Chapters with recognition and visibility efforts.*
- 2.5 *Help develop new Chapters.*

III. Legislative – Federal and State

Owners of Priority: David Briggs (Federal) & Jim Cunningham (State)

Action Steps (Federal):

- 3.1 *Encourage Chapters to regularly visit local offices of federal legislators – develop a natural relationship.*
- 3.2 *Use National MOAA database to push issues.*
- 3.3 *Continue to e-mail alerts to Chapters; use Paul Koeltzow (Greater Dallas) as clearinghouse for format.*
- 3.4 *Support “Storming the Hill”.*
- 3.5 *Encourage Chapters to use postcard and letter campaigns.*

Action Steps (State):

- 3.6 *Use National MOAA database to push issues.*
- 3.7 *Continue e-mail alerts to Chapters.*
- 3.8 *Encourage Chapters to regularly visit state legislators – develop a natural relationship.*
- 3.9 *Be involved with the Senate and House Committees for Military staffs during the planning cycles.*
- 3.10 *Be involved with the Texas Veterans Coalition in both out and legislative years.*
- 3.11 *Respond to requests for attendance at events, i.e., bill signings, legislator hearing/meetings, etc. – help brand MOAA.*
- 3.12 *Plan, organize, direct and participate in “Advocating on the Hill”, Austin, Jan 26 & 27, 2011.*

IV. Financial Stability

Owners of Priority: Ed Stone & Louraine Robertson

Action Steps:

- 4.1 *Aggressively pursue avenues for generating non-dues income to sustain organizational growth, i.e., advertising on www.texas-moaa.org, soliciting sponsors for meetings, promote sponsors on e-mail blasts, etc.*
- 4.2 *Use generated funds for Chapter development activities, speakers, seminars, etc. at quarterly meetings.*

V. Effective Communications

Owners of Priority: Ed Stone, Jim Cunningham & David Patrick

Action Steps:

- 5.1 *Continue to send all communications to chapters electronically.*
- 5.2 *Work with National MOAA to develop and program a data base to support membership solicitations and rebroadcasts by e-mail according to ZIP code.*
 - 5.2.1 *Use this capability to send out legislative alerts and info.*
- 5.3 *Create capability to track GMT members to their new assignment(s).*
- 5.4 *Spend time after each quarterly face-to-face meeting critiquing the meeting to determine what went well and what needs improvement.*

Accountability/Review

Responsible, responsible, responsible

Review, review, review

Revise, revise, revise

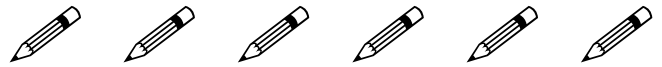
The plan is a "living" document and, for it to be most effective, TCC will make plan adjustments whenever appropriate. Organizations need to regularly review all action plans and hold accountable those responsible for carrying out priorities and meeting action steps. Timely review allows organizations to take corrective actions if plans are heading off track, change priorities as the situation changes and reallocate financial and human resources, as necessary. Plan review, formal and informal, is an on-going process that takes place at every level.

The following procedures have been adopted by MOAA-AC to ensure successful implementation and that regular and continuous progress is made.

- ***Put “Operational Plan Review, Report and Update” as an agenda item for every quarterly membership meeting and every executive team meeting.***
- ***Hold the “owners” accountable for accomplishing action steps.***
- ***Survey members and solicit their feedback prior to each major plan revision.***
- ***Critique all meetings – what went well and what needs improvement.***
- ***Review and revise the plan annually.***

"What you inspect gets accomplished, not what you expect".

Appendix



***A) Planning Guidance Calendar
B) Notes***

Texas Council of Chapters PLANNING GUIDANCE CALENDAR

2010

<p align="center">JANUARY</p> <ul style="list-style-type: none"> ● Q TCC Meeting and Report ● Work membership, Chapter and GMT in locales with high Active Duty populations ● Visit Chapter leadership 	<p align="center">FEBRUARY</p> <ul style="list-style-type: none"> ● Work membership, Chapter and GMT in locales with high Active Duty populations ● Visit Chapter leadership ● 12 & 13 FEB – Q1 TCC Meet, Rose Capitol Chapter, Tyler 	<p align="center">MARCH</p> <ul style="list-style-type: none"> ● Work membership, Chapter and GMT in locales with high Active Duty populations ● Visit Chapter leadership
<p align="center">APRIL</p> <ul style="list-style-type: none"> ● Q TCC Meeting and Report ● Begin formulating Legislative Program based on published review of legislative gains from previous year ● Work membership, Chapter and GMT in locales with high Active Duty populations ● Visit Chapter leadership ● National “Storming the Hill,” 18th – 22d 	<p align="center">MAY</p> <ul style="list-style-type: none"> ● Work membership, Chapter and GMT in locales with high Active Duty populations ● Visit Chapter leadership ● Q2 TCC Teleconference 	<p align="center">JUNE</p> <ul style="list-style-type: none"> ● Work membership, Chapter and GMT in locales with high Active Duty populations ● Visit Chapter leadership
<p align="center">JULY</p> <ul style="list-style-type: none"> ● Q TCC Meeting and Report ● Work membership, Chapter and GMT in locales with high Active Duty populations ● Visit Chapter leadership 	<p align="center">AUGUST</p> <ul style="list-style-type: none"> ● Work membership, Chapter and GMT in locales with high Active Duty populations ● Visit Chapter leadership ● Q3 TCC on-site LOCATION?? 	<p align="center">SEPTEMBER</p> <ul style="list-style-type: none"> ● Work membership, Chapter and GMT in locales with high Active Duty populations ● Visit Chapter leadership
<p align="center">OCTOBER</p> <ul style="list-style-type: none"> ● Q TCC Meeting and Report ● Publish formulated Legislative Program based on published review of legislative gains from previous year ● Q4 TCC Teleconference 	<p align="center">NOVEMBER</p> <ul style="list-style-type: none"> ● Q4 TCC Teleconference ● Begin working Legislative Program based on published review of legislative gains from previous year ● TCC legislative email push ● Work membership, Chapter and GMT in locales with high Active Duty populations ● Visit Chapter leadership 	<p align="center">DECEMBER</p> <ul style="list-style-type: none"> ● Work membership, Chapter and GMT in locales with high Active Duty populations ● TCC legislative email push ● Visit Chapter leadership

2011

<p style="text-align: center;">JANUARY</p> <ul style="list-style-type: none"> ● Q TCC Meeting and Report ● Continue working Legislative Program based on published review of legislative gains from previous year ● TCC legislative email push ● Work membership, Chapter and GMT in locales with high Active Duty populations ● Visit Chapter leadership ● Q1- Jan 26 & 27, TCC on-site LOCATION?? ● “Advocating on the Hill” 	<p style="text-align: center;">FEBRUARY</p> <ul style="list-style-type: none"> ● TCC legislative email push ● Work membership, Chapter and GMT in locales with high Active Duty populations ● Visit Chapter leadership 	<p style="text-align: center;">MARCH</p> <ul style="list-style-type: none"> ● TCC legislative email push ● Work membership, Chapter and GMT in locales with high Active Duty populations ● Visit Chapter leadership
<p style="text-align: center;">APRIL</p> <ul style="list-style-type: none"> ● TCC legislative email push after evaluating gains in Session ● Q TCC Meeting and Report ● Work membership, Chapter and GMT in locales with high Active Duty populations ● Visit Chapter leadership 	<p style="text-align: center;">MAY</p> <ul style="list-style-type: none"> ● TCC legislative email push ● Work membership, Chapter and GMT in locales with high Active Duty populations ● Visit Chapter leadership 	<p style="text-align: center;">JUNE</p> <ul style="list-style-type: none"> ● Q2 TCC Teleconference ● Begin review of legislative gains ● Work membership, Chapter and GMT in locales with high Active Duty populations ● Visit Chapter leadership
<p style="text-align: center;">JULY</p> <ul style="list-style-type: none"> ● Q TCC Meeting and Report ● Publish review of legislative gains ● Work membership, Chapter and GMT in locales with high Active Duty populations ● Visit Chapter leadership 	<p style="text-align: center;">AUGUST</p> <ul style="list-style-type: none"> ● Q3 TCC on-site. LOCATION?? ● Work membership, Chapter and GMT in locales with high Active Duty populations ● Visit Chapter leadership ● Slate for new Board and Officers complete beginning Even Years 	<p style="text-align: center;">SEPTEMBER</p> <ul style="list-style-type: none"> ● Work membership, Chapter and GMT in locales with high Active Duty populations ● Visit Chapter leadership
<p style="text-align: center;">OCTOBER</p> <ul style="list-style-type: none"> ● Q TCC Meeting and Report ● Work membership, Chapter and GMT in locales with high Active Duty populations ● Visit Chapter leadership ● Vote on slate for new Board and Officers begin Even Years ● Q4 TCC Teleconference 	<p style="text-align: center;">NOVEMBER</p> <ul style="list-style-type: none"> ● Q4 TCC Teleconference ● Work membership, Chapter and GMT in locales with high Active Duty populations ● Visit Chapter leadership 	<p style="text-align: center;">DECEMBER</p> <ul style="list-style-type: none"> ● Work membership, Chapter and GMT in locales with high Active Duty populations ● Visit Chapter leadership

NOTES

