

# Texas Council of Chapters (TCC) Membership and Chapter Development Workshop

Saturday, Feb 13, 2010  
0800-1200 hrs  
Country Inn Suites, Meeting Room  
Tyler, TX

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**Purpose:** To brainstorm, discuss and document ways to improve MOAA Chapter effectiveness and growth in the areas of: Recruitment and Retention; Non-Dues Revenue; and Community Impact. To take advantage of our limited time together at these quarterly meetings to come away with new ideas. To better leverage the combined talents and brainpower assembled for this meeting.

**Process:** An open forum guided by a flexible agenda and facilitated discussion to achieve the purpose and desired outcomes. Notes documented will be electronically distributed to attendees after the workshop.

**Desired Outcomes:** To arrive at a list of potential ideas and best practices that Chapters' can use to improve the effectiveness and growth of their operations. To determine discussion topics for future workshops.

**Attendees:** Any MOAA members and spouses wishing to attend.

**Facilitators/Documenters:** David Patrick and Jim Snow

**Duration:** Four hours with two 15-min breaks.

**Preparation:** Attendees are asked to come prepared with their thoughts and ideas in order to be actively involved in the discussions.

## Agenda

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|-------------|--|---------------|
| <b>0730</b> | Continental Breakfast, Hotel Breakfast area  |               |
| <b>0800</b> | Begin Workshop <ul style="list-style-type: none"><li>• Pledge of Allegiance</li><li>• Welcome</li><li>• Introductions</li></ul>  | Ed Stone      |
| <b>0810</b> | Workshop Overview/Objectives/Process<br>&<br>Ground Rules <ul style="list-style-type: none"><li>• Please silence cell phones</li><li>• No such thing as dumb ideas</li></ul> | David Patrick |

- Everyone participate
- Respect everyone's idea
- No sidebar conversations
- Please comeback on time after breaks

**0815**

**Discussion #1**

All attendees

- List why recruiting and retaining members in Chapters is such a challenge?**

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_

- What can we do about these challenges? List your ideas.**

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_

**0915**

Break

**0930**

**Discussion #2**

- List your ideas to initiate and increase non-dues revenue for the Chapter?**

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_

**1030** Break

**1045** Discussion #3

- List your ideas on how Chapters can have more visibility and impact in their local communities and area?

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_

**1145** Determine and list discussion topics for future workshops. All attendees

**1150** Summarize meeting accomplishments. David Patrick  
Address Next Steps  
Evaluate this meeting

**1200** Final comments & adjourn meeting Ed Stone

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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.*
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