

EUR
Kaiserslautern



PE
Chapter



MEMORANDUM FOR Sean McGowan
Member and Chapter Services Coordinator

21 Apr 10

FROM: Col Mark G. Langenderfer, President, KMC Chapter 158

SUBJECT: Chapter 158 Action Plan for Model Chapter of the Year, 2010

1. I am delighted to submit this action plan for the award-winning Kaiserslautern Chapter! Our Chapter remains strong, scholarships are increasing and our impact on the region's professional C4I community continues to be unmatched.

2. Goals for this year focus in seven major areas: (1) Membership, (2) Corporate Involvement, (3) Young AFCEAN, (4) Scholarship, (5) Programs, (6) Education and (7) Publicity.

a. Membership

- (1) **Ensure individual membership remains above 275 members.** With fewer communications and information professionals receiving assignments to the Kaiserslautern Military Community (KMC), our membership efforts will be heavily focused on retaining the members we have.
- (2) **Maintain and increase junior enlisted membership.** The backbone of our Chapter has consistently been a strong enlisted membership.
- (3) **Maintain and increase Army presence in our Chapter.** Most of our current military members are Air Force. The majority of KMC Army personnel work at sites remote to Ramstein Air Base, making membership less attractive to these member candidates. We will continue to engage with our Army counterparts to spread the word about the benefits of AFCEA membership.
- (4) **Continue broadening our membership and reaching out to other military organizations.** We will engage at unit functions throughout the KMC to spread the AFCEA message and increase membership enrollment by briefing at Commander's Calls or other functions. A broad membership base includes participation from

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Lt Col Alan Estes, USAF
Lt Col Jennifer Romero, USAF
Vice President

Capt. Stacy Hall, USAF
Mr Rush Patel, DAF
TSgt Carlos Dugger, USAF
Programs

Capt Stacy Rathje, USAF
SMSgt John Swiderski, USAF
Treasurer

Mr Wes Bond, DAF
Capt Roger Illari, USAF
Secretary

Capt Robert Cowan, USAF
Mr Mike Travis
Events Coordinators

Maj Sean Kern, USAF
Maj Vince Lau, USAF
Capt Dan Lee, USAF
Publicity

Capt Charmaine Burris, USAF
Mr Todd Poynter, DAF
Capt Steve Jacinto, USAF
TSgt William Wallick, USAF
Membership

Mr Kirk Theophanous, DAF
Capt Alden Gilroy, USAF
MSgt Leroy Gutierrez, USAF
Scholarships

Maj Chris Smith, USAF
Mr. Alex Hudson
Education

Capt Scott McLaughlin, USAF
SSgt Crystal Swinton, USAF
Young AFCEAN
Lt Col Steve Sweeney
Young AFCEAN Advisor

Rick Lechner, USAF
Mr. Mark Searight
Corporate Advisors

SSgt Pete Wright
Mr. Ben Rosales
NATO Advisors

Mr. Wayne Elliot
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organizations such as the Component Command Air North (NATO), Army Kasernes, Landstuhl Medical Center, Warrior Preparation Center, Information Ops, USAFRICOM, USEUCOM, Air Force Cyber Command, C2 and Intel Communities. This participation will foster professional dialogue and exchange within the KMC region. Using our NATO Advisor, we will attempt to recruit more Allied members from other nations.

- (5) **Introduce AFCEA to the future generation of communicators.** We will continue to support and increase our visibility to the local high school technology and science departments, taking an aggressive approach by volunteering at different school events. Through AFCEA we can build a foundation for a permanent exchange between students and experienced communicators from our Chapter's military and corporate members.

b. Corporate Involvement

- (6) **Maintain at least 10 corporate scholarship sponsors.**
- (7) **Obtain \$30,000 for corporate-funded scholarships.**
- (8) **Maintain and aggressively publicize 5 tiered corporate scholarship sponsor program.** Each corporate scholarship sponsor will receive specific entitlements and recognition based upon the amount of their contribution. The 5 tiers are defined as "Bronze" (\$500 contribution), "Silver" (\$1,000 contribution), "Gold" (\$2,500 contribution), "Platinum" (\$5,000 contribution) and "Diamond" (\$7,500 contribution). All scholarships will be co-sponsored by the Chapter and the corporate scholarship sponsors.
- (9) **Enhance corporate member participation and benefits through active sponsorship of local communications organizational activities.**
 - (a) **Invite industry partners to attend social events held in conjunction with senior communications conferences, tech expos, and other related events of HQ U.S. Air Forces in Europe.**
 - (b) **Sponsor two corporate outings at corporate partner's company to expose AFCEA audience to the specific corporate partner's business.**
 - (c) **Invite three corporate sponsors to speak at monthly luncheons.**

c. Young AFCEAN (YA) Program

- (1) **Build upon existing professional development program to encourage greater participation and broader offerings.** Continue to provide quarterly cutting-edge technology briefs and hands-on, demonstrative classes and field trips in an intimate setting, discussing fresh IT topics and hosted by different corporate leaders.
- (2) **Establish a YA partnership program.** Pair new YA members with active, more experienced YA members to ensure new members find a role within the chapter.

- (3) **Continue to expand YA services on our website and collaborative environment.** These services should include past and upcoming events, feedback program and contact information for continuous improvement opportunities, to be updated quarterly. Brief upcoming events at the Chapter meetings, in addition to briefing at Commander's Calls and the First Term Airmen Center.
- (4) **Maintain the YA e-mail distribution group consisting of all O-1, O-2 and E-5 & below Chapter members.** Expand the distribution group by adding interested high school members. Update the website on a quarterly basis with the upcoming calendar and similar information to the website.
- (5) **Publish two articles annually in the Kaiserslautern American to expand knowledge throughout the KMC area and build knowledge of the program and services available.**
- (6) **Increase the YA program's mentorship through meeting with corporate sponsors and AFCEA leadership quarterly.**

d. Scholarships and Awards Programs

- (1) **Maintain the amount of Kaiserslautern Military Community (KMC) scholarships at \$12,500 (\$2,500 per college term for 5 terms).** KMC scholarships are awarded to active duty U.S. and Allied (NATO) junior officers, enlisted, civil service and family members currently employed/residing within the KMC and pursuing a communications and/or electronics degree annually, and have been expanded to include IT certifications. Increase awareness of this program to a larger KMC audience. Award a total of \$12,500 in calendar year 2010 and increase number of applicants for each term. Look at possible increase in number of scholarships if quantity/quality of applicants warrants.
- (2) **Award High School scholarship awards worth \$16,500 for graduating high school seniors, and try to increase amount in Spring 2011 if possible.** Continue the plan for twice-a-year (Fall and Spring) scholarships, and continue to increase the quantity and quality of the applicants. This is consistent with the corporate scholarship sponsor goals. Look at possible increase in number and amounts of scholarships if quantity/quality of applicants warrants.
- (3) **Conduct an Innovative Use of Technology Essay Contest grant a \$1,000 award to one of 13 local schools.**
- (4) **Conduct a Science Teaching Tools Award Contest to present a \$1,000 grant to a local American Middle School or High School**
- (5) **Conduct an Essay Contest to present a \$2,500 Dell computer to a local High School students** Look at other possible items for future contests that would be appealing to this age group, including an Apple iPad. Also consider other ways to

conduct these giveaways to get more students involved and interested besides essay contests.

- (6) **Begin a Science Fair program for local area High Schools, involving at least one of 13 local schools.**

e. Events

- (1) **Continue to attract at least 75 vendors to our Annual Summer Tech Expo and reach an attendance of 850 participants.**
- (2) **Host a one-day Winter Tech Expo and attract at least 30 exhibitors and reach an attendance of 450 participants.**
- (3) **Bring the communicators in the Kaiserslautern Military Community closer by holding a Communicators' Sports Day event with an associated membership drive at Ramstein Air Base.** The event should increase Chapter membership and develop camaraderie and esprit de corps between the ultra competitive units within the community.
- (4) **Host an annual golf tournament promoting the partnership and cooperation between the military community and our corporate sponsors with at least 72 participants.**

f. Education

- (1) **Increase professional education and training through AFCEA-sponsored offerings.** Emphasize the importance of education to the community and the potential benefits that come from education and associated IT certifications. This will be accomplished by keeping the IT community informed in the education space at the AFCEA luncheons and at the Tech Expos. To mark the importance of education, AFCEA Chapter 158 will sponsor one CompTIA Security+ course during the Summer Tech Expo series and award the seats to special selected members throughout the community.
- (2) **Bring IT to the student community by providing seminars and informal career briefings.** To achieve awareness our goal is to set up a solid relationship with the local schools and run a pilot called "Career-Day". Students would be invited to meet and greet different military and civilian IT personnel and get insight on the variety of IT career possibilities available. Focus of the career day events would be IT focused tours and briefings to students from accomplished IT personnel. In conjunction with the Scholarship team, build a technology fair at the high schools and award the best candidate a scholarship.

g. Publicity

- (1) **Effectively publicize chapter scholarships opportunities, guest speaker luncheons, and other chapter events.**

- (a) Develop Chapter Communications Strategy/Advertising Campaign
- (b) Submit a monthly SIGNAL Chapter News Submission
- (c) Submit a monthly C4I-related article to a local newspaper (Kaiserslautern American, Herald Union, Herald Post)
- (d) Develop a recurring television/radio advertisement on Armed Forces Network
- (e) Coordinate AFN television/radio coverage of Chapter Tech Expos and other key events
- (f) Coordinate online content with Chapter Webmaster
- (g) Collect and analyze publicity metrics to refine Chapter Communications Strategy/Advertising Campaign

(2) Develop a chapter memento sales program to improve brand recognition and raise funds for chapter operations.

- (a) Establish a local, easily recognizable chapter "brand"
- (b) Develop chapter memento inventory and market at chapter and base/community events
- (c) Establish a chapter website store presence

(3) Improve professional networking opportunities for current and future chapter members.

- (a) Develop Chapter e-Newsletter

3. Chapter 158 point of contacts are our Secretaries, Mr. Robert Bond, USAFE/A6O, Comm 011-49-6371-405-0547 and Capt Roger Illari, 1 ACOS/SCX, Comm 011-49-6371-47-8165. Their e-mail addresses are robert.bond@ramstein.af.mil and roger.illari@ramstein.af.mil.



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