

Virtual Workshop for Experienced Leaders

August 14, 2024



Agenda

- Program Updates
- Training Schedule
- Council and Chapter Metrics
- Survey Results
- Strategy Driven Priorities
- Discussion

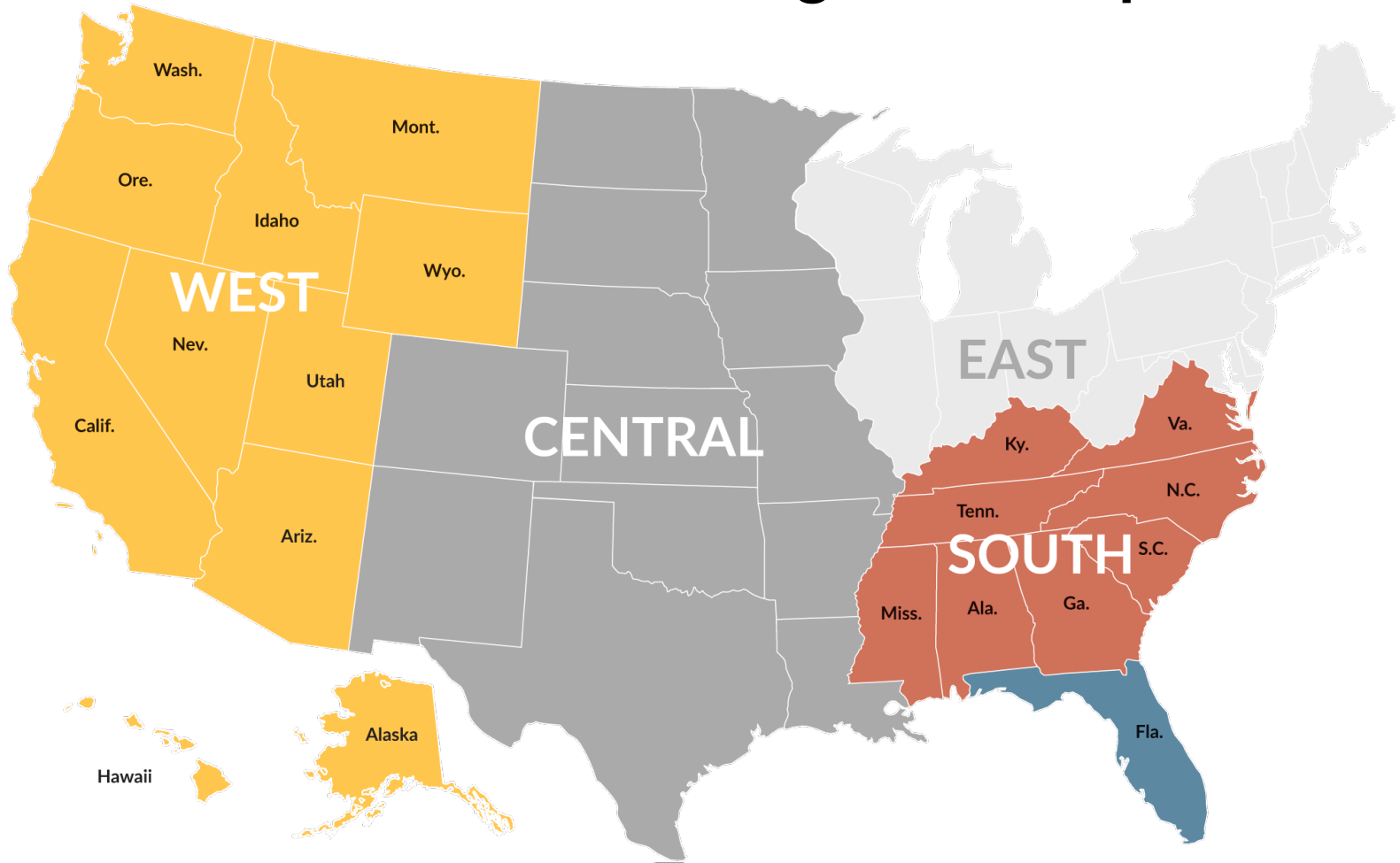
Program Updates

Program Updates

- AMS transition proceeding
 - Committee Module and NRT functionality issues
 - Volunteer leader testing confirmed issues
- National Board Voting
- Annual Awards 2024
 - Criteria remains the same
 - 2023 feedback provided
- Summer Advocacy Program, Aug 5-Sep 6
- October Issue of MOM Dedicated to Councils and Chapters

Training Opportunities

2024 Leader Training Workshops



Leadership Seminar
Orlando, FL
January 25-27
FL, Other C&C by invitation

Virtual Workshop
New Leaders
March 27
Focused on New Chapter Leaders

South Workshop
Greenville, SC
May 17-18
AL, GA, KY, MS, NC, SC, TN, VA

Virtual Workshop
Experienced Leaders
August 14
Focused on Experienced Leaders

West Workshop - Reno, NV
November 15-16
AK, AZ, CA, HI, ID, MT, NV, OR, UT, WA, WY



2024 Roundtable Schedule

January 18* Compliance and Legal Topics	February 29 Committee Module	March 28 Advocacy in Action	April 25 Marketing
May 23 Individual Awards Program	June 27 Generational Recruiting	July 25 Chapter Health Update	August 29 Council/Chapter Visit Program
September 26 CM/NRT Training	Oct 17* Community Outreach	November 21* MOAA Annual Awards	December 19* 2024 review 2025 preview


* Adjusted from 4th Thursday to Avoid Conflict

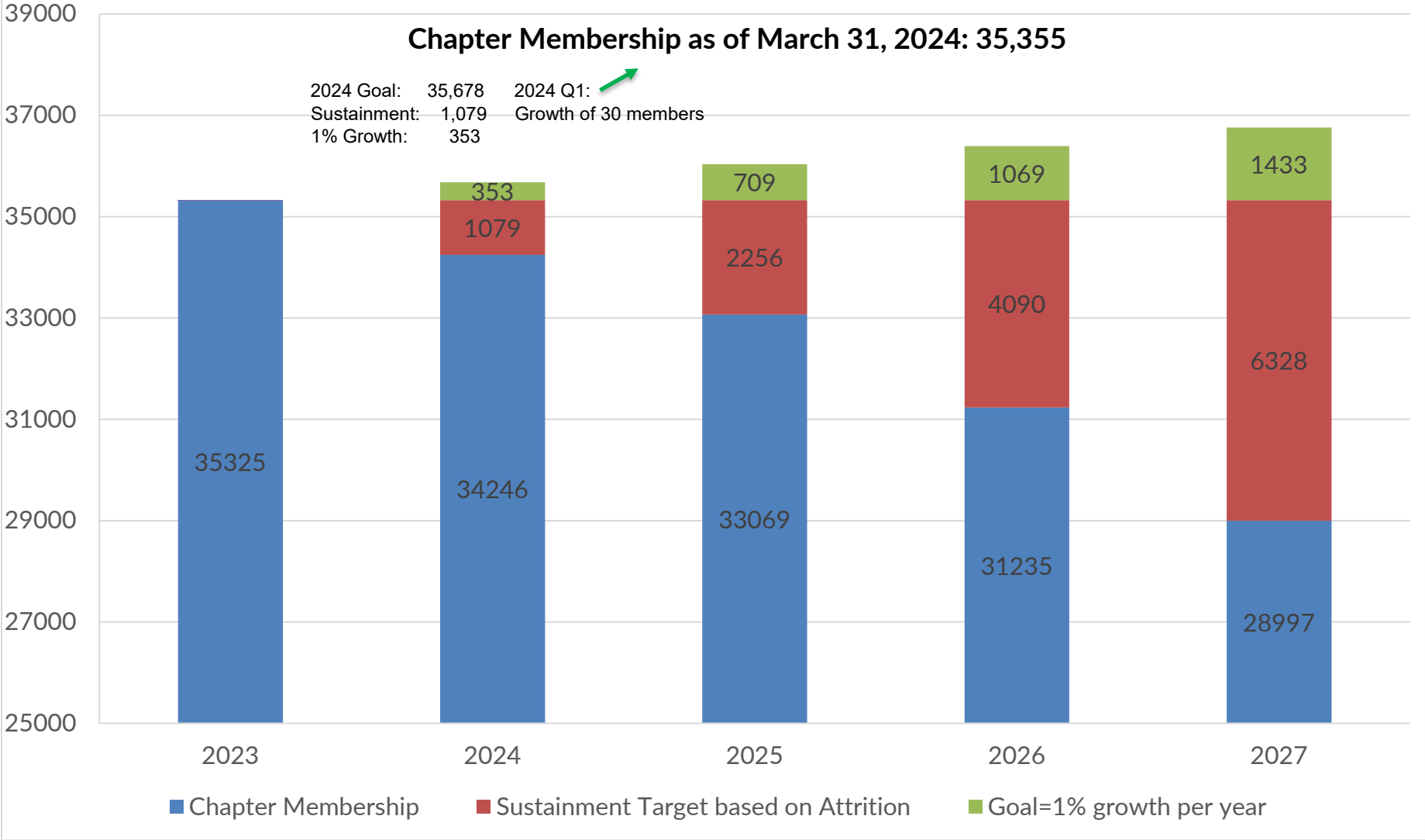


Metrics

COUNCILS AND CHAPTERS: MEMBERSHIP

Chapter Membership as of March 31, 2024: 35,355

2024 Goal: 35,678 2024 Q1: 
 Sustainment: 1,079 Growth of 30 members
 1% Growth: 353



Councils and Chapters

Strategic priority: To grow and strengthen a powerful nationwide network of active and engaged affiliates to influence legislation, serve their local communities in impactful ways, grow membership at the local and national levels and, increase MOAA brand awareness nationwide.

1. Scale of Councils and Chapters
 - A. Three-year trend in Council and Chapter numbers
 - B. Three-year trend in Council and Chapter membership
2. Three-year trend in chapter members who are national members
3. Three-year trend in MOAA national members who belong to a chapter
4. Number of board members who are chapter members
5. President, membership chairs, legislative chairs/liaisons, surviving spouses/liaisons trained

Councils and Chapters

Monitoring MOAA's Six Strategic Priorities

Overall Number
of Metrics

5

4

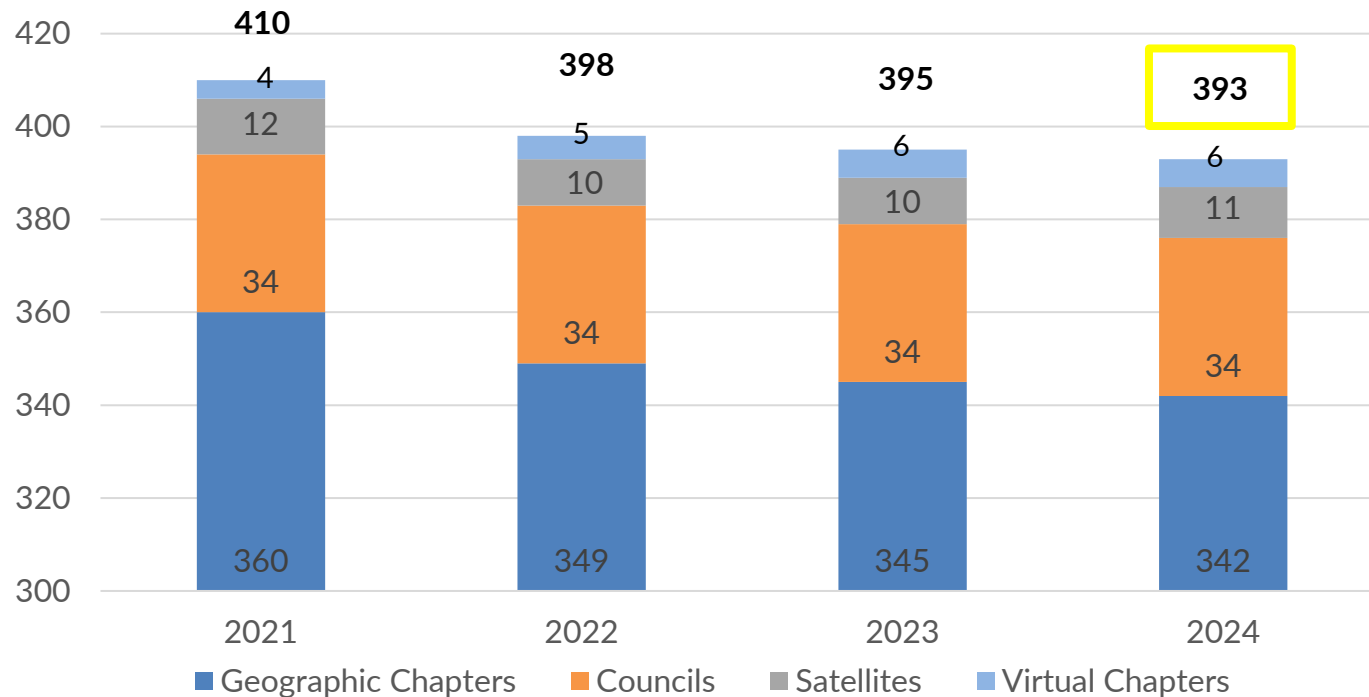
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Committee oversight: Council and Chapter Affairs

1. Scale of Councils and Chapters

1.A. Three-Year Trend in Number of Councils and Chapters



Three-year trend

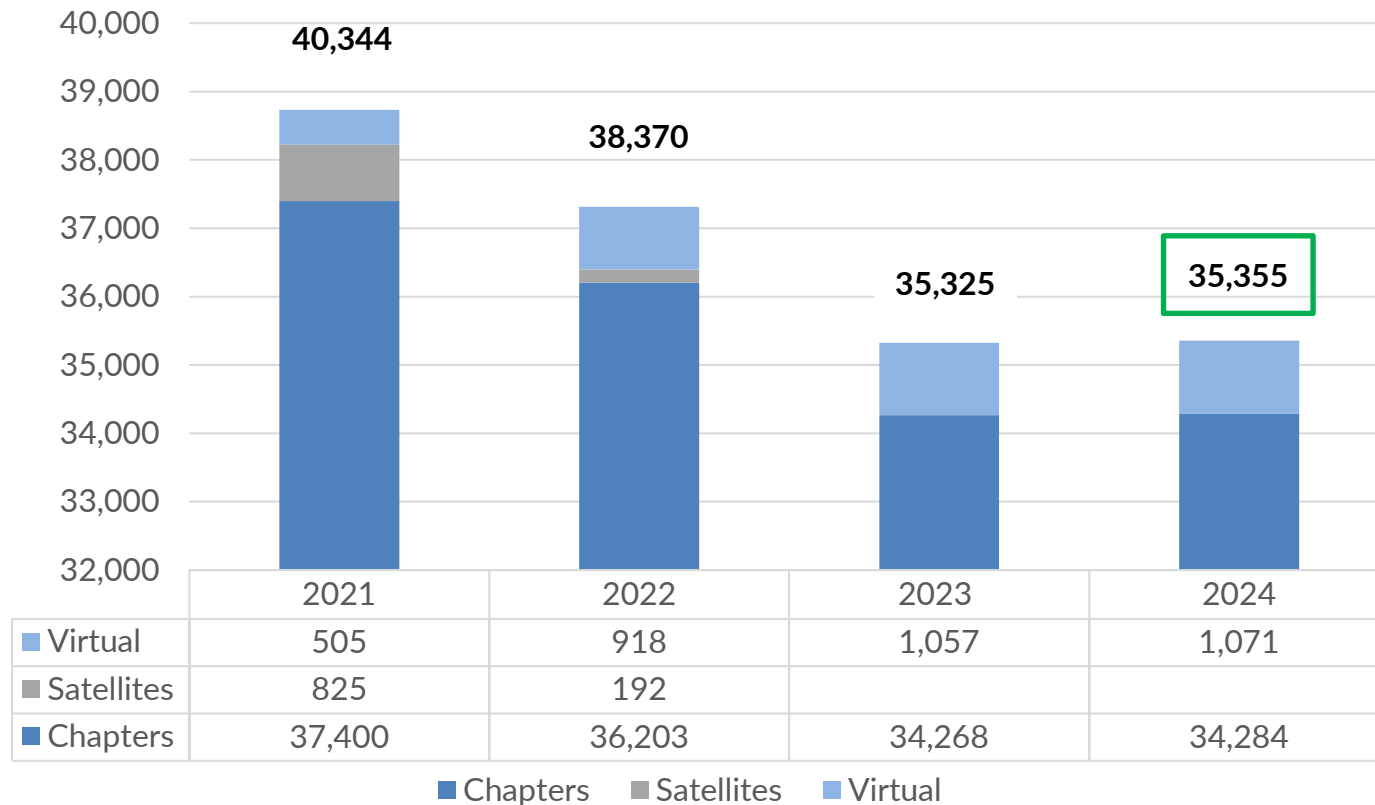
Green: stable/growth

Yellow: loss of 1-5

Red: loss of >5

1. Scale of Councils and Chapters

1.B. Three-Year Trend in Number of Chapter Members



Note: Data was not available by affiliate type for 2019 and 2020. For 2023 satellite members included in chapter number

Three-year trend

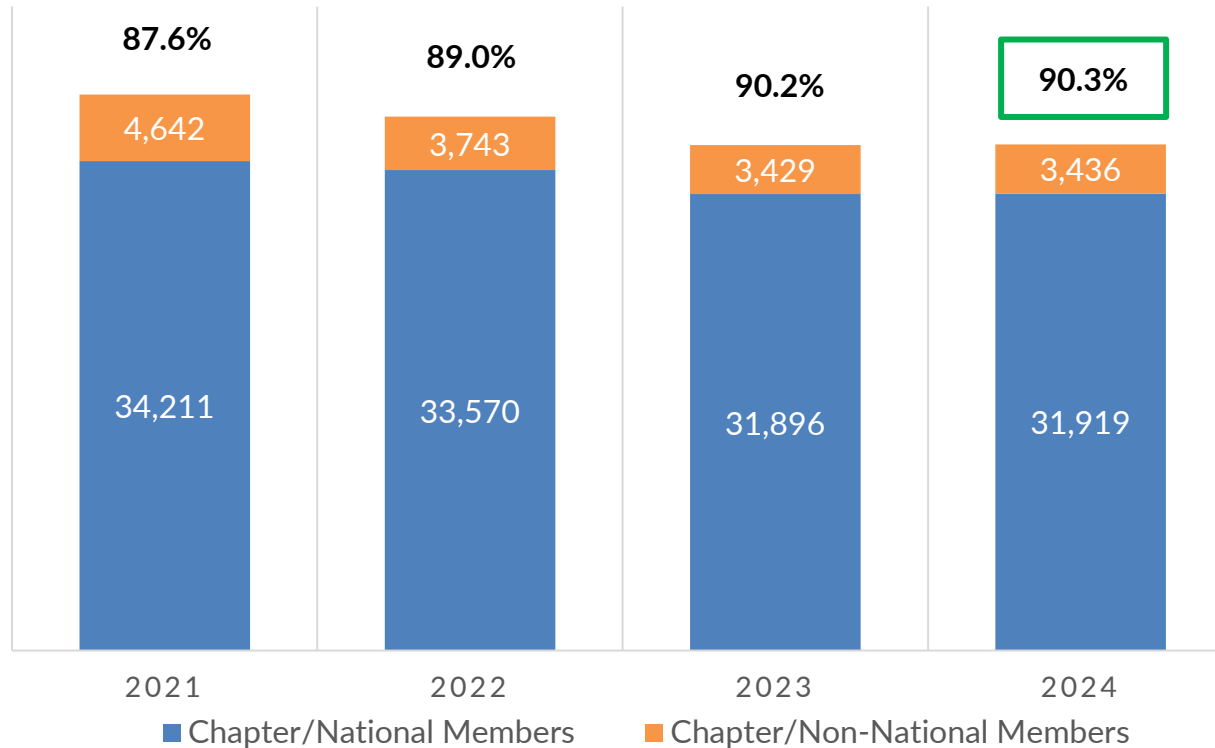
Green: Stable/growth

Yellow: Loss of 100-500

Red: Loss of >500

2. National Membership

Three-year trend in chapter members who are national members



Three-year trend

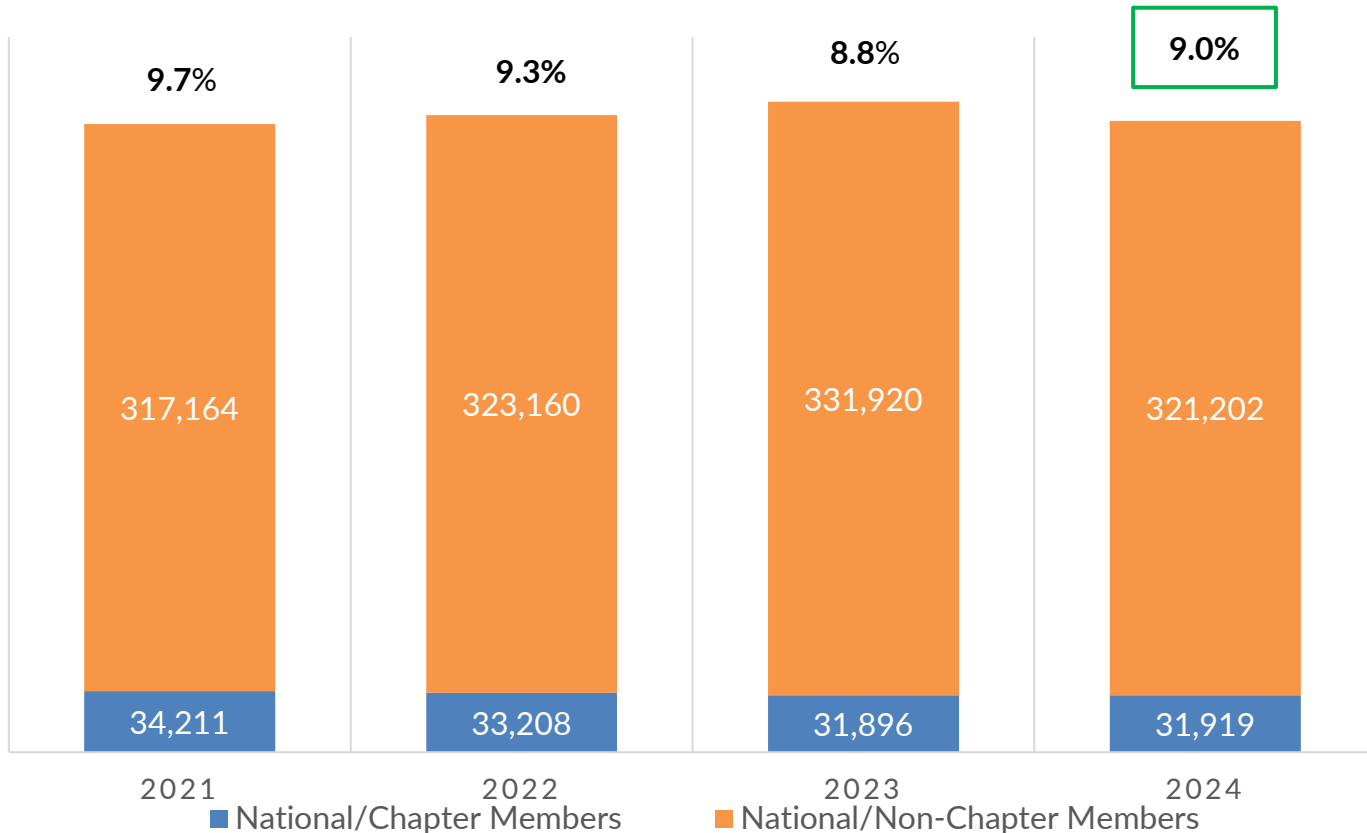
Green: > 90%

Yellow: 80%-90%

Red: < 80%

3. MOAA national members who belong to a chapter

Three-Year Trend



Three-year trend

Green: growth

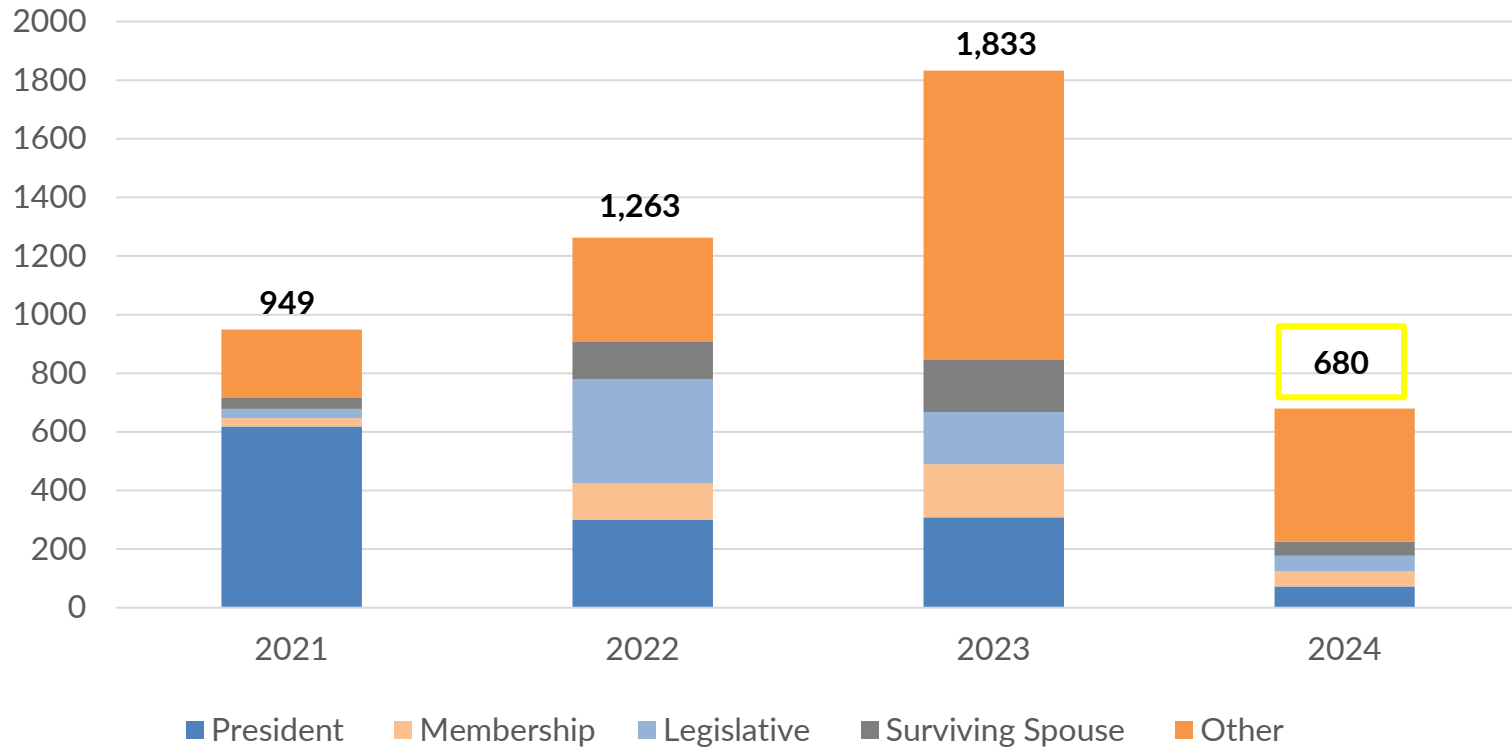
Yellow: stable (10% variance)

Red: decrease of >10%

5. Chapter Leaders Trained

Presidents; Membership, Legislative, and Surviving Spouse Chairs/Liaisons Trained

3-Year Trend of Leaders Trained based on 1,640 Leaders



Three-year trend
Green: 50%-100%
Yellow: 30%-50%
Red: <30%

Survey Data

Our chapter health is best categorized as...

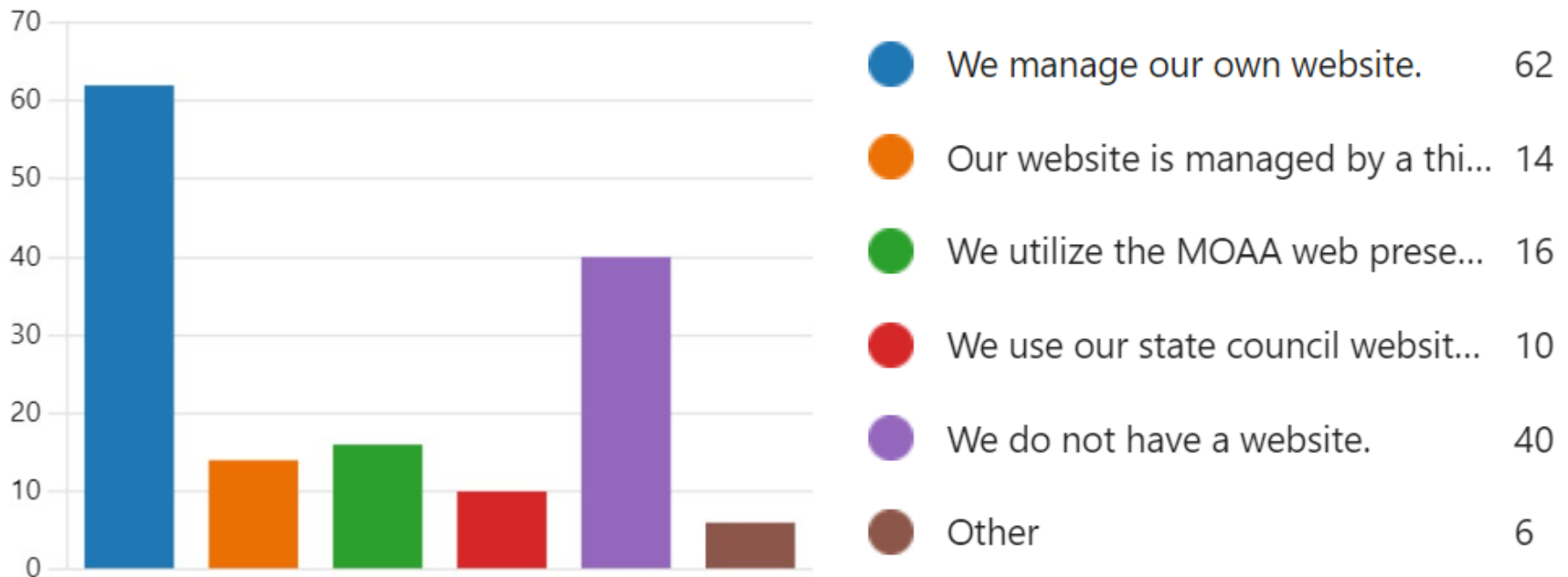
- Healthy
- Stable
- At-Risk
- Other

50
75
28
14

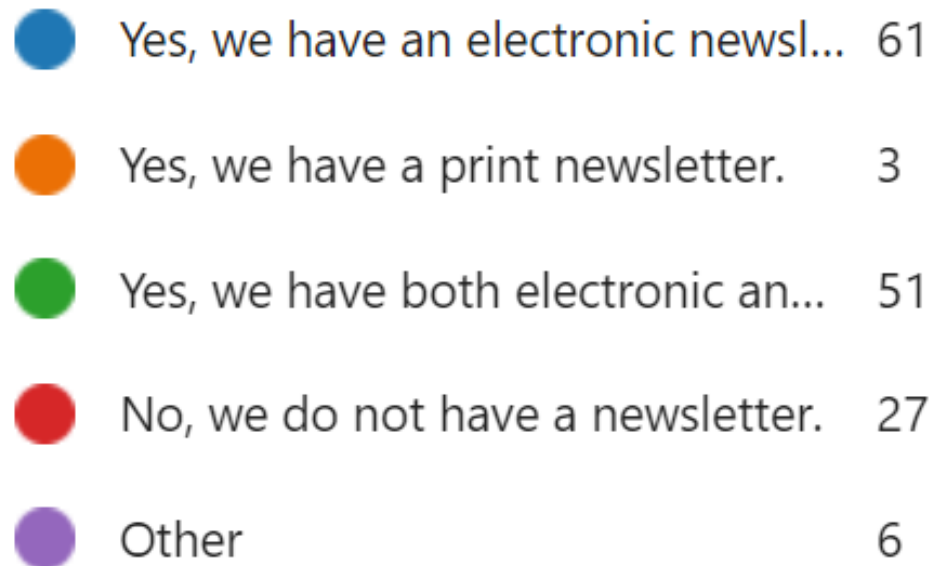


*As of Aug 6, with 167 responses.

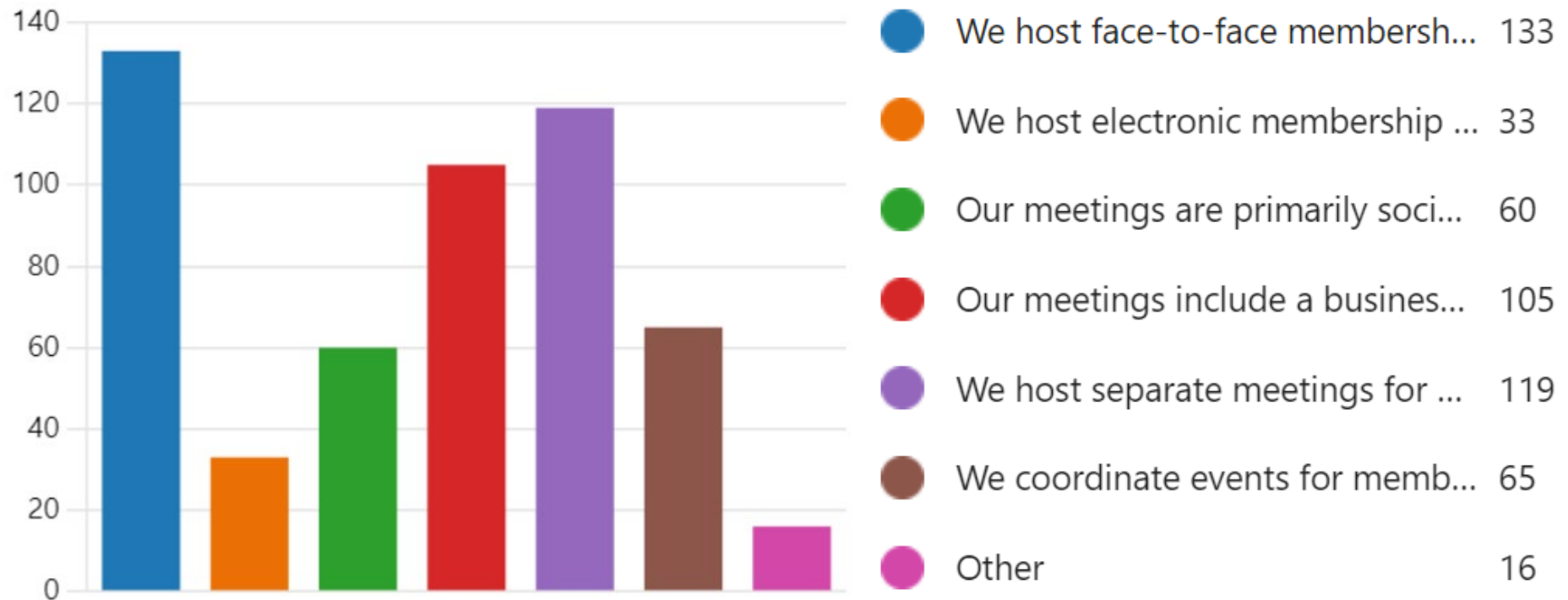
Websites



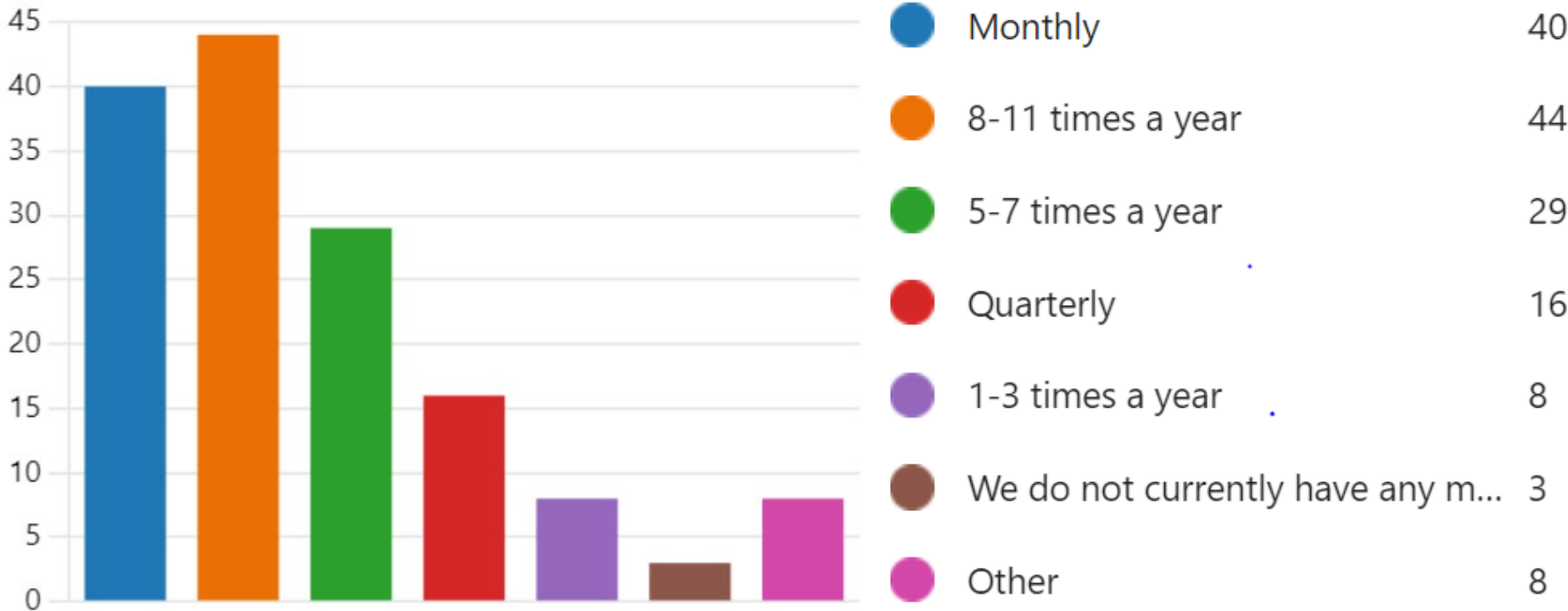
Newsletters



Meetings



Meeting Frequency



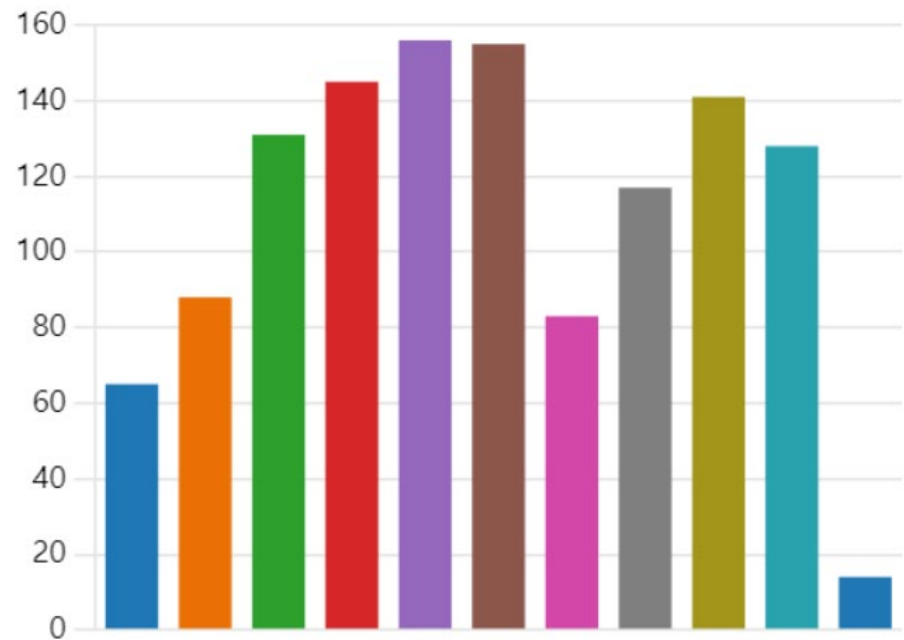
Scholarships



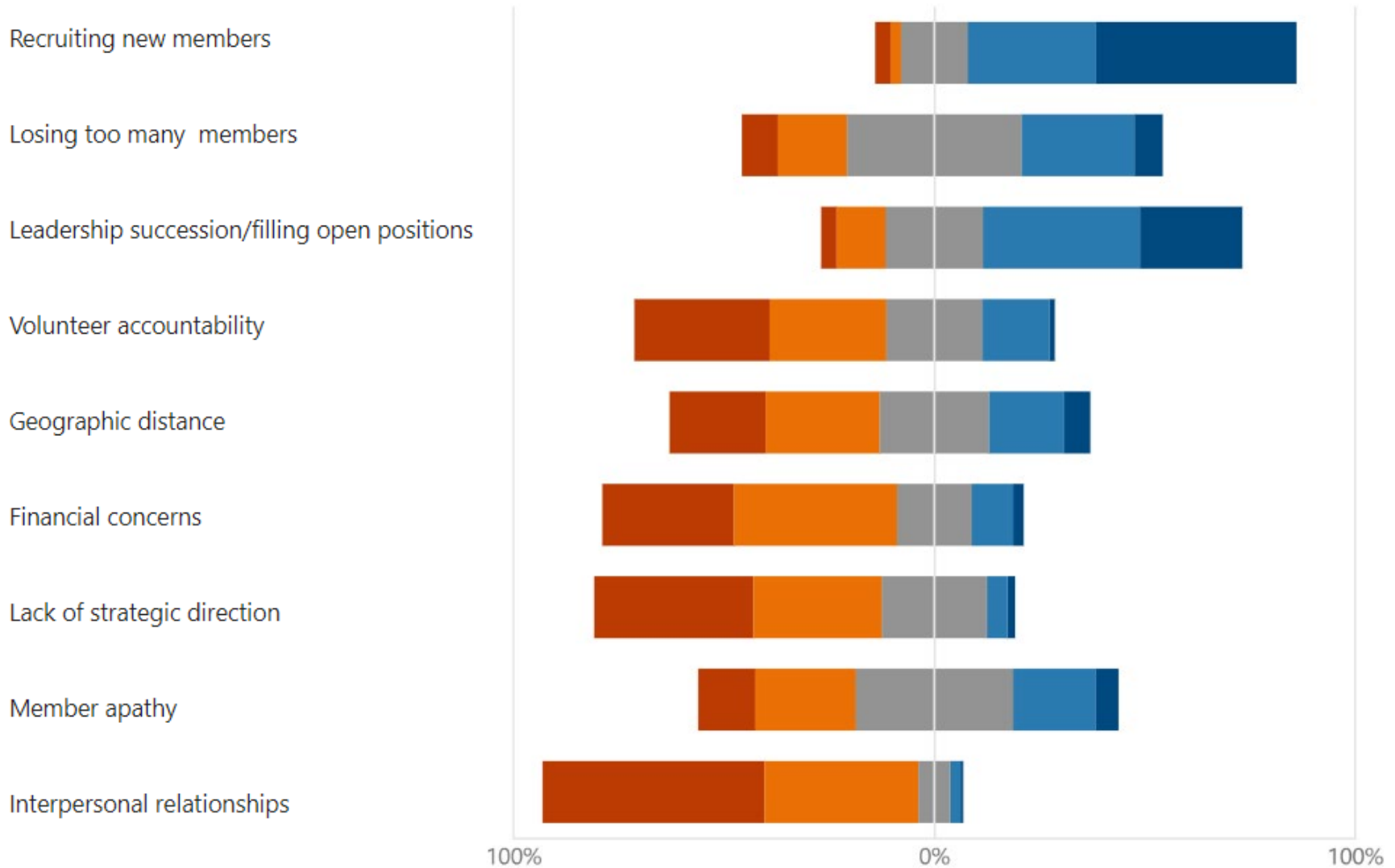
Based on responses, more than \$630,000 is typically offered in scholarships each year by MOAA affiliates!

Best Practices

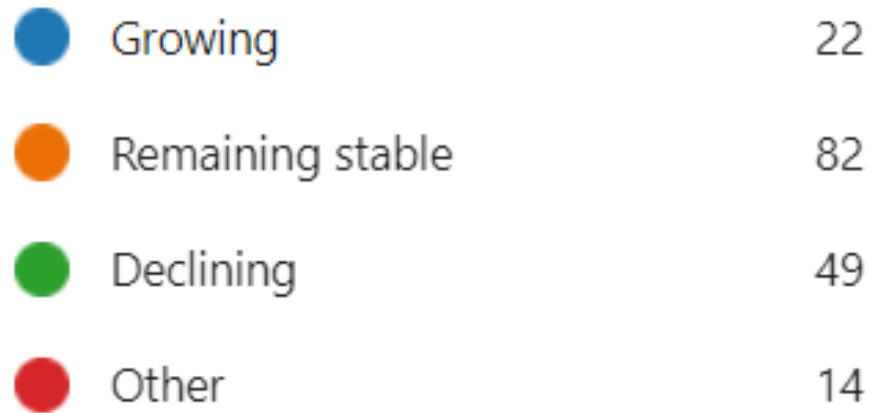
- We have a strategic plan to guid... 65
- We have a leadership successio... 88
- We have a budget. 131
- Our leadership regularly reviews... 145
- We develop agendas for meetin... 156
- We communicate with our mem... 155
- We partner with other chapters ... 83
- We participate in community se... 117
- We do not use copyrighted ima... 141
- We regularly promote members... 128
- Other 14



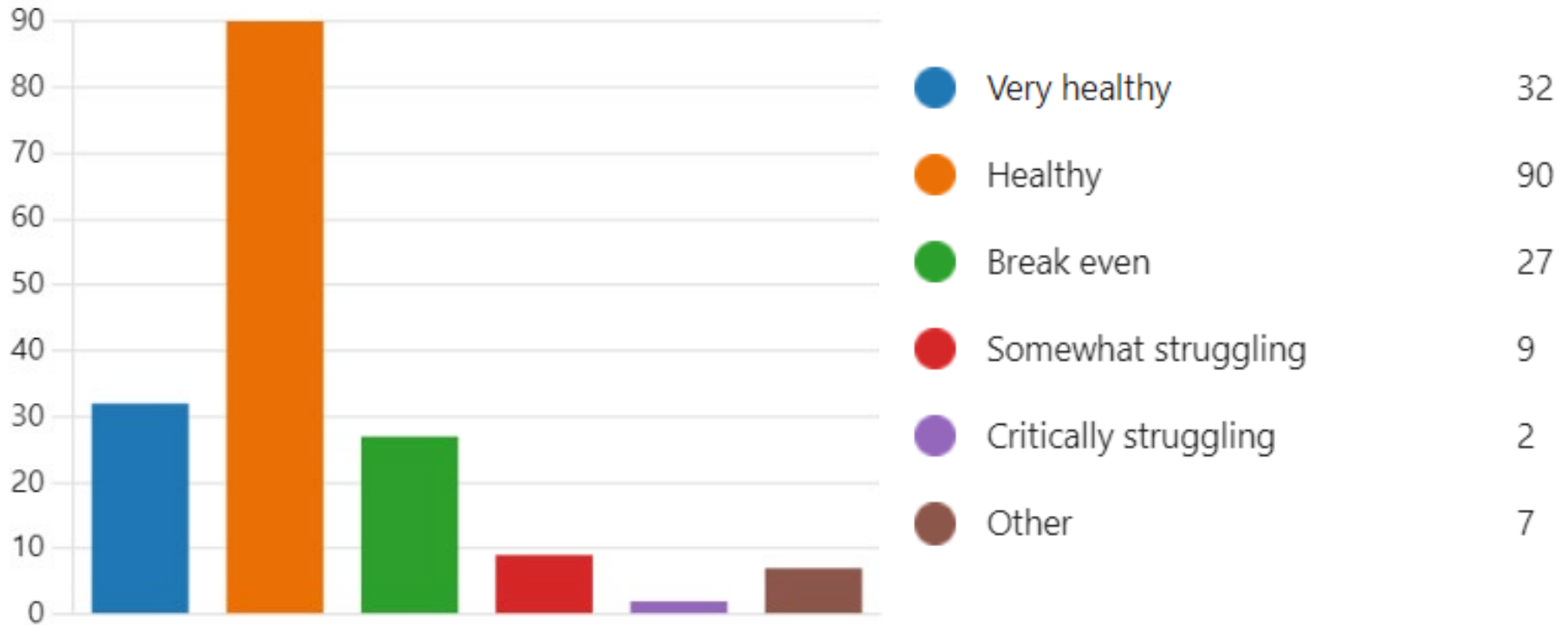
Challenges



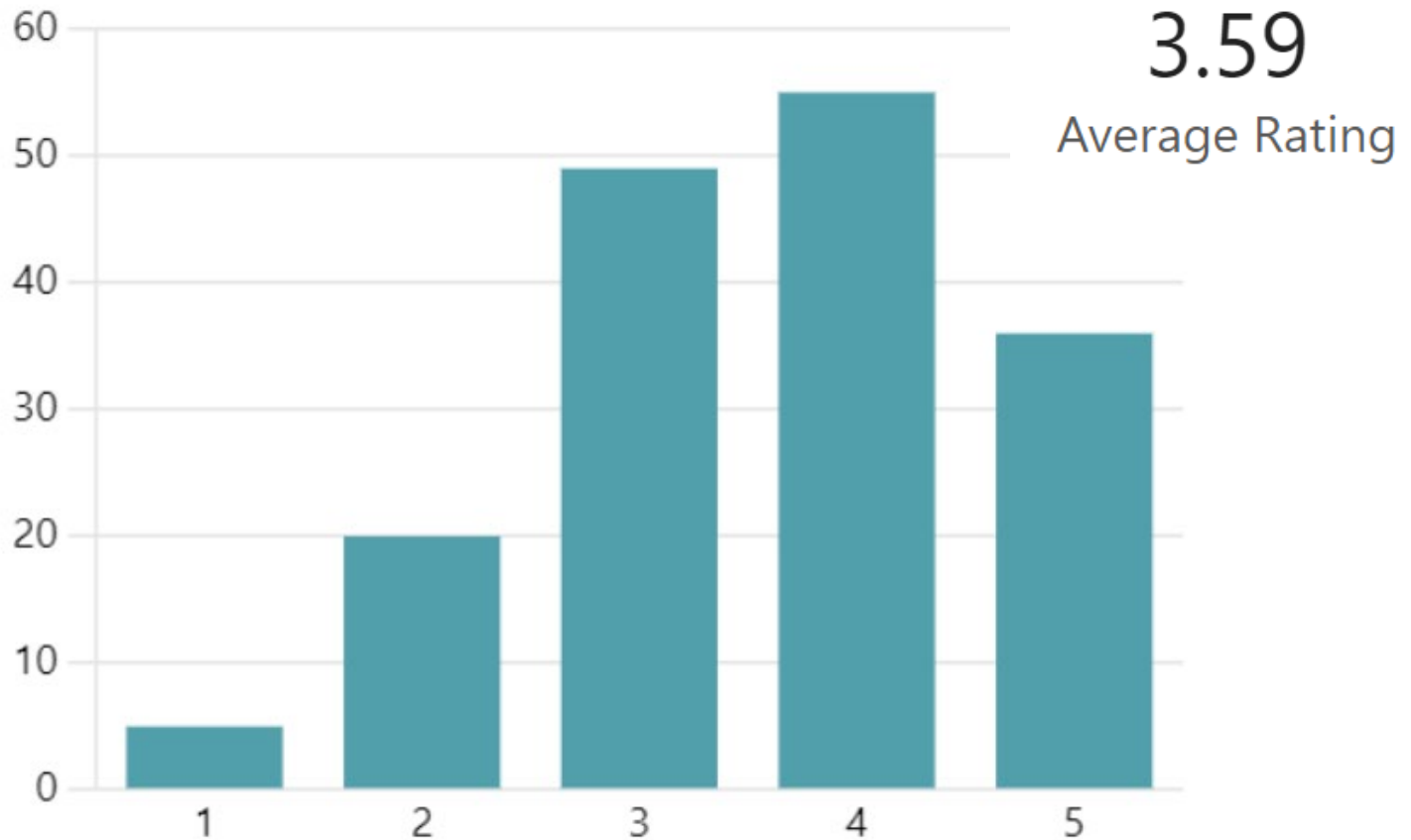
Membership



Finances



With 5 being the most optimistic and 1 being the least, how do you feel about the future of the chapter in five years?



Supporting Strategic Priorities

CCA Strategic Priority

- Grow and strengthen affiliate system
- Influence legislation
- Serve communities in impactful ways

Supporting Strategic Priorities

Grow and Strengthen

- Upgrade Chapter Dues Portal
- Upgrade Awards Portal
- Chapter Visit Program Support
- Revitalized Chapter Health Program
- Mentorship
- Chapter Growth
- Upgrade Basic Mbrs
- AMS Support
- Opt-In Initiative

Influence Legislation

- Support of State Level Advocacy
- Defense-State Liaison Workshop Participation
- Promote Legislative Action Center
- More GR Content in CCA Newsletter and Roundtables

Impactful Community Service

- Community Sponsorship Grants
- MOAA Foundation Community Outreach Grants
- Automatic Electronic Support Message Invites for Council and Chapter Visits

Additional Topics for Discussion

