

Pikes Peak Chapter Association of the United States Army

CHAPTER ANNUAL PLAN

1 July 2019 – 30 June 2020

CHAPTER OVERALL PROGRAM (ANNUAL PLAN): This Plan covers the operational period from 1 July 2019 to 30 June 2020. However, planning and execution of programs, events and activities during this period must remain flexible this year, as last, due to various uncertainties surrounding the following major planning considerations:

- The fluidity of the 4th Infantry Division and Fort Carson prospective changes of subordinate unit missions involving troops, equipment, training, and deployment assignments.
- Venue finalizations, approval and confirmation of the Military Basketball Association's (MBA's) tentatively scheduled conference tournament championship elimination games in May 2020, as well as the United States Air Force Academy's Clune Arena facility for the Men's and Women's Teams Championship games.
- Revalidation of our Chapter's strategic alliance with the MBA for the 2019-2020 season Championship Finals Tournament.
- Scheduling and execution of PPC-AUSA/MBA sponsorship events throughout the year leading up to the Tournament.
- Status and longevity of the two-year termed **elected** Chapter officers (President and 1st Vice President) and other appointed Chapter officers and Executive Committee members. *(NOTE: Since an election for the long overdue elected officer positions has yet to be accomplished, we are bound by the Article V rules of our By-Laws, and the nomination/election process must be resolved accordingly during this operational year.)*

In assessing our Annual Plans as having been generally "effective planning documents," our Chapter Executive Committee again agreed that we should continue with our flexible execution approach to programs, events and activities throughout the year. We must apply lessons learned with regard to human and financial resources limitations to bring certain planned programs to complete fruition. At the same time, we need to search for and seize upon easily executable "pop-up" opportunities to achieve our stated objectives to the extent desired. It's all about building upon effective planning to facilitate continuous Chapter improvement, while not ruling out implementation of new and exciting program ideas. Hence, with sensible updates and revisions, our overarching, enduring Chapter objectives include:

- Leverage strengths, resources and support of AUSA National in all that we do. Apply the tools provided by National to enhance our plans and programs, e.g.; (all accessible through the Chapter Leader Portal) the AUSA Skills & Knowledge (ASK) Tool Kit 2.0; the

Chapter Operations Manual; the Chapter Activities Report Guide; Chapter Profile Sheets, to name just a very few. These resources are invaluable to EC Members.

- Increase not only the numbers of Chapter Individual and Community Partner members, but also participation in the Chapter—particularly that of the “Association” members.
- Translate AUSA’s professional and educational mission and objectives into actionable Chapter activities and programs, thereby increasing member and community involvement.
- Enhance Chapter revenue to support expanded Chapter activities in support of our Fort Carson Soldiers and families, and our members (an increasingly difficult challenge).
- Increase participation and training in Chapter Leader Development Training and webinars.
- Improve Chapter communications – with specific emphasis on the use of the Chapter website and social media (we have made great strides in this objective, but there’s more to be done, and continuous updating is a difficult-to-sustain discipline).
- Continue partnership and mutual support of/with: The Colorado Employee Support of the Guard and Reserve (ESGR) organization; our Community Partners; U.S. Army Recruiters; U.S. Army SROTC universities and JROTC high schools; the Colorado Springs Chamber of Commerce & EDC, Military Affairs Council (MAC) ; and other organizations during short-term or one-time ad hoc teaming/partnering arrangements.
- Update Chapter By-Laws as needed (last update approved by National 27 Apr 19).

MEMBERSHIP:

1. General Membership Meetings: (Responsibility of the VP, Programs) Held three times a year. Each General Membership meeting will provide an emphasis on membership with participation from Active and Reserve Soldiers and their families, Veterans, Retirees, Civilian Leadership, Community Partners, and “AUSA-(various) Association Members” assigned to our Chapter. Non-members and Friends-of-the-Chapter also are welcome.

a. Meetings will be scheduled and announced on the Chapter Calendar, which is now available for public access through our website (<https://ausappc.org>).

b. We will continue to seek AUSA National Guest Speaker support.

c. We will seek Community Partner sponsorship and participation to help defray the costs to attendees.

2. Executive Committee Meetings: (Responsibility of Chapter Secretary to arrange) Held monthly, on a scheduled basis to plan and discuss activities, programs and initiatives of the Chapter. Pursuant to a change to our By-Laws—duly approved by Chapter general membership vote, and by AUSA National, dated 27 Apr 19—while live meetings are preferred as a first choice, we also will conduct virtual EC meetings (VECMs) as necessary, ensuring that we will be able to have meaningful governance meetings monthly.

3. Membership Activities: (Responsibility of the VP, Membership; assisted by VP Community Partners, VP ROTC Affairs, and VP Guard & Reserve Affairs) The following goals and objectives are outlined for the Chapter:

a. Applying AUSA National membership merit status criteria, continually assess the Chapter membership situation, to include the "Association Member" posture, to tailor, revise as necessary, and post our overall membership goals. ***This is clearly our most difficult Chapter challenge due to various AR 210-22, "Private Organizations on Department of the Army Installations" and "Joint Ethics Regulation (JER) DOD 5500.07-R" restriction interpretations placed upon us by Army Staff Judge Advocate guidelines.***

b. Sustain our Chapter presentation at the weekly Fort Carson Newcomers Briefing. Increase AUSA brand recognition and visibility of AUSA membership opportunities in our Chapter area through greater promotion of our Soldier education and support programs, as appropriate, on post (Fort Carson) as well as elsewhere.

c. Continue to build on our gains toward a more effective communications program through the use of our Chapter website and social media tools, i.e. Facebook and Twitter.

d. Reach out to previously less approached membership communities such as the Army National Guard, Army Reserve, Recruiting, and ROTC. Goal in those combined categories: 10% membership increase.

e. Pursue creation of an approximate 20 SROTC student subchapter: Specific steps are:

1) Our VP, ROTC Affairs will lead this challenge.

2) Utilize Institute of Land Warfare (ILW) material available to cadets for research to generate awareness and interest.

3) Reach out to ~ eight (8) JROTC programs in the Chapter footprint to discover how we can better assist/support them (this is actually a good program already).

4) After working the initial eight local programs, contact additional two programs in Grand Junction and Delta, CO.

f. Continue to build upon our excellent relationship with the Denver Recruiting Battalion and Colorado Springs U.S. Army Recruiting Company to mutually assist and support each other. Attend the Colorado Springs Company, and the Denver Recruiting Battalion changes of command when they take place. Engage the new commanders.

g. In liaison with Army unit senior NCO leadership, and under the auspices of our "Authorized Private Organization Status," re-establish former NCOQ/NCOY recognition program to increase contact and visibility with our largest target audience, particularly at Fort Carson.

h. Continue to increase Lifetime and other individual members by integrating AUSA members living or serving in the area not affiliated with the Pikes Peak Chapter.

- i. Incorporate AUSA Nationally managed “Association Members” into active participation within our Chapter EC, general membership activity, and our volunteer base.
- j. Leverage National’s programs, promotional materials and templates to reach younger Soldiers and to show membership value (VP, Young Professionals has a role).
- k. Expand our Community Partnership through direct personal EC member outreach. VP, Community Partnership will lead this effort.
- l. Optimize presence at community events and other military organization functions.
- m. Team with like-principled organizations, when appropriate, to maximize major event support and benefits; set-up and staff our membership booth at job fairs, etc.
- n. Leverage local military media sources to increase press coverage and awareness of Chapter presence in the community; maximize use of press releases.
- o. Visit Army National Guard units within the Chapter footprint, brief members on the benefits of AUSA seeking to increase membership. Recognize that new Enlisted Association of the National Guard of the United States (EANGUS) members enjoy AUSA membership for their first year. Encourage follow-on AUSA membership.
- p. Likewise, visit USAR units within the Chapter footprint, brief members on the benefits of AUSA to increase Chapter membership. VP Guard & Reserve Affairs will lead these efforts.

PROGRAMS / SPECIAL PROJECTS:

1. Chapter Website and Social Media Development: Our Chapter website, <https://ausappc.org> is now well established and utilized. Average monthly hits are circa 1200.

The Chapter continues to consider website and social media use (e.g., Facebook and Twitter) as being one of our highest priorities. This is because we believe that’s how we can most consistently get AUSA information and Chapter event and activity news to Soldiers and their families, as well as the public. With upwards of 30,000 Soldiers at Fort Carson, CO and within our Chapter footprint, these media are crucial in establishing effective communications with this membership target audience, as well as with our retired and other category members. Our interactive website has made strides in communicating with our membership, increasing our membership, and educating our community on the work of AUSA, and in particular, our Chapter. We are now expanding deeper into the social media realm using the website as our “mothership.” Though we have a Facebook account, it is a real and daily challenge to keep its vitality energized with only one non-paid volunteer working it. We need to seek ways to ameliorate this issue.

2. National’s Annual Meeting: The Chapter will continue to send a delegation to the meeting and—as long as Fort Carson running teams are supported by DFMWR—we will plan to delay a

“Hooah Tent” as well as augment MWR-provided assistance to the Fort Carson running teams for the Army 10-Miler event.

3. **Seventh Region Annual Meeting:** The Chapter will send a delegation to these events when scheduled. We will consider hosting the 2020 R7 Meeting.

4. **Institute of Land Warfare (ILW):** Pending Executive Board approval, the Chapter intends to contribute to AUSA National's ILW Program each year. Contribution amount is programmed for \$500.00.

5. **Reserve Component Activities:** VP, Membership; VP, Guard & Reserve Affairs; and VP ROTC Affairs will continue to identify opportunities to interact with our RC, ANG and ROTC communities and determine ways to increase membership.

6. **Veteran/Retiree Activities:** Several Chapter members are also members of the Colorado Springs Chamber of Commerce & EDC, Military Affairs Council (MAC). We will continue our liaison with the Chamber/MAC to support area veteran and retiree events and activities, and to ensure our Chapter participation as appropriate.

7. **Volunteer Appreciation Dinner:** The Chapter plans to host an annual Volunteer Appreciation Dinner to honor our volunteers and their commitment to the Chapter and our community.

8. **Newsletters:** In an effort to increase involvement with our community, the Chapter plans to publish periodic eNewsletters on the website to maintain traditional communications.

9. **JROTC/SROTC:** (Responsibility of VP, ROTC Affairs) Actively support both JROTC and SROTC programs within our region to encourage professional development and academics. Recognize JROTC top performers throughout the year; visit schools to present awards. Send a representative to the end-of-school-year University of Colorado, Colorado Springs (UCCS) Military Ball and present the appropriate AUSA awards to selected SROTC cadet/2LT graduates. ***Ensure awards are ordered from National in time to be presented.***

10. **Fundraisers:** The Chapter major fundraisers will include: As in April 2019, in strategic alliance with the Military Basketball Association (MBA), the season 2019-2020 Championship Finals Tournament, tentatively scheduled for early May 2020, again will be held at the United States Air Force Academy (subject to venue approvals and EC revalidation); one or more Scholarship Fundraisers; and if needed and feasible, another seasonal event to be determined. We also will solicit the assistance and input from our Community Partners in donating, and/or helping us find sponsors for our various Soldier support programs, events and activities throughout the year. Regrettably, we had to cancel 2018 and 2019 Annual Turkey Shoots due to massive Fort Carson deployments and reorganizations. The PPC-AUSA/MBA Basketball Tournament became our number one major fundraiser.

11. **Award Ceremonies:** The Chapter will support awards for the NCOY/SOY programs for all components. The Chapter will also support awards for the SROTC/JROTC programs (as described above). The Chapter also is developing an internal recognition program for volunteers and significant contributions from staff.

12. Key supported Events/Activities which require significant planning and budget fundraising actions during and even after this operational planning period:

- MBA Championship Finals Tournament, tentatively (early May 2020; subject to venue approvals and EC revalidation)
- National Meeting & Army 10-Miler Hooah Tent (Oct each year)
- Army/Air Force Football Game Support with West Point Society and Fort Carson DFMWR (Every other year; next game here is in Nov 2019)
- Veterans Day Events & Fundraiser with Phantom Canyon Brewery (Nov)
- 4ID & Fort Carson Events Support (Deployment Fairs, holiday and special events, changes of command, memorials, Army History activities, IVY week, etc.)
- Joint Holiday Events, including NORAD/USNORTHCOM's "NORAD Tracks Santa" Program Support at Peterson AFB (Dec)
- Scholarship Program Fundraisers (TBD)
- GMMs (TBD)
- AUSA Veterans Writing Program (TBD)
- Jr & Sr ROTC End-of-Academic Year Awards and UCCS Award Presentations at ROTC Ball (May 2020)
- Army Birthday (Jun 14 annually)
- Spouse Appreciation Days with Fort Carson ACS & the Local ASYMCA Chapter (TBD)
- Fort Carson Retiree Appreciation Day Fair (TBD - Membership Opportunity)
- PPC-AUSA Annual Turkey Shoot Fundraisers (Aug, if feasible)

**NOTIONAL PROJECTED BUDGET
(Period covered 1 Jul 19 – 30 Jun 20)**

INCOME: ???

Dues Share (Indiv/Corp/Life)	\$ 6,000 ?
MBA Tourney (2020)	\$ 6,000 ?
Veterans Appreciation Nights	\$ 1,500 ?
General Membership Meetings	\$ 2,000 ?
Best Warrior Awards Sponsorship	\$ 2,000 ?
Scholarship Sponsorship	\$ 5,000 ?
Army 10-Miler & Hooah Tent Sponsorship	\$ 1,500 ?
Sponsorships (outside of specific events)	\$ 5,000 ?
TOTAL INCOME	\$29,000 ?

INCOME SYNOPSIS: ???

- Dues Share - based on membership increase thru Dec 31 2019 ?
- MBA Tourney - goal/estimate of balance after expenses
- Vets Appreciation Nights - based on three events
- General Membership Meetings - based on 3 meetings with sponsors

Best Warrior Sponsorship - based on past participation
 Scholarship Sponsorship - minimum program goal
 Hooah Tent (Anniversary) - based on past participation w/4ID
 Sponsorship (Outside of specific events)- based on historical data

EXPENSES: ???

Awards	\$ 1,500
Office Supplies/Postage	\$ 500
ILW Contribution	\$ 500
MBA Tournament (ADDED) ?	? 3,000
Scholarships	\$ 5,000
Volunteer Appreciation Dinner	\$ 1,500
Senior Leader Luncheon	\$ 1,000
AUSA Veterans Writing Program	\$ 500
General Membership Meetings	\$ 5,000
National Conference Travel	\$ 3,000
Regional Conference Travel	\$ 2,000
Best Warrior Awards	\$ 1,000
Sponsorships (AFW, NTS, etc.)	\$ 1,000
Hooah Tent / Army Ten-Miler	\$ 3,000
Army – Air Force Football Game Tailgate 2019	\$ 500
TOTAL EXPENSES	\$29,000 ?

BUDGETED INCOME OVER/UNDER **\$00,000**

BUDGET EXPENSES SYNOPSIS (due to dwindling sponsorship, most budget line projections have been significantly adjusted downward from previous years):

- Awards - based on historical data
- Office Supplies/Postage - based on historical data
- ILW Contribution - annual participation (standard)
- Scholarships - three: \$2500, \$1500, \$1000
- **MBA Tourney May 2020 (second year major fundraiser, 2020 situation ???)**
- Volunteer Appreciation Reception (event specific to volunteer recognition)
- AUSA Veterans Writing program - annual event
- General Membership Meetings - based on four events (reduced)
- National Conference Travel - significantly reduced to meet budget
- Regional Travel - based on historical data (but reduced to meet budget)
- Best Warrior Awards - two statues and memberships
- Sponsorships - based on historical data: NORAD Tracks Santa, Armed Forces Week, IVY Week (formerly Iron Horse Week)
- Hooah Tent/Army Ten Miler - based on historical data: Tent, food, beverages, supplies, team sponsorship, shipping (no funding for travel to meet budget)
- Army – Air Force Tailgate, Nov 2019 - based on historical data every other year

TRAINING REQUIREMENTS:

1. Increase formally trained number of EC members by using AUSA National's Chapter Leader Development Training (CLDT), Chapter Presidents Course, and Chapter Treasurers Course opportunities—paid for by National and conducted at AUSA's Arlington, VA HQ.
2. Consider requesting a Contact Training Team from AUSA National to train Chapter personnel on site in Colorado Springs.
3. Ensure Chapter Leader Portal access for incumbent EC members.
4. As a minimum, ensure that EC members know how to access and apply the online Chapter Leader tools provided by National, e.g.; the AUSA Skills & Knowledge (ASK) Tool Kit 2.0; the Chapter Operations Manual; the Chapter Activities Report Guide; and Chapter Profile Sheets, and many others. All information and tools are accessible through the Chapter Leader Portal.
4. Conduct other training as required for EC members on the following topics:
 - Orientation to Chapter for new EC members.
 - Professional development workshops on Chapter history, challenges, strategies, programs, policies, budgeting and governance.
 - Use of Chapter Leader Portal to leverage resources described above, to include training all EC members on how to use membership information and submit CARs.
 - Train Chapter ambassadors and EC Members-at-Large to assist with outreach and membership initiatives.

COMMUNICATION EFFORTS:

1. Continue to build and update our extensive point of contact listing for members, JROTC instructors, recruiters, other military non-profit organizations, and Friends-of-the-Chapter to maximize our combined efforts in reaching the community and furthering our professional and educational mandates.
2. Build upon successes with our website, social media, partnerships, alliances, and additional interactive abilities to educate, inform, and connect our community regarding Chapter activities and National endeavors.
3. Utilize the above means to reach a broader, younger audience of potential members and supporters.
4. Employ industry-specific messaging techniques to quickly communicate the importance of the Chapter and AUSA National. Emphasize AUSA National's Annual Focus Areas (formerly "Resolutions") and not just how the community can support the Chapter, but just as importantly how the Chapter can support the community.

5. Continue with our profile pages to highlight volunteers and members, and to report good news stories.

6. Continue improved interaction with our Community Partners and Chapter friends by inviting them to sit in on our EC meetings. As appropriate, assign willing members EC Member-at-Large status so that they can perform Ambassador duties and functions for the Chapter at any time.

BYLAWS UPDATE:

Update By-Laws to reflect the current guidance in AUSA's Chapter Operations Manual. By-Laws approved by National are valid for four (4) years beyond the date of approval. Our most recently approved update is dated 27 Apr 19.

This document has been reviewed and approved by the Executive Committee on 14 Jun 2019.

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Encl
Private Organization Certification

Douglas M. Harris
COL, U.S. Army Retired
President, Pikes Peak Chapter-AUSA

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DEPARTMENT OF THE ARMY
HEADQUARTERS, UNITED STATES ARMY GARRISON, FORT CARSON
1626 Ellis Street, Suite 200 Building 1118
FORT CARSON, COLORADO 80913-4145

June 1, 2019

Pikes Peak Chapter,
Association of the United States Army
ATTN: Douglas Harris
2106 Concordia Dr.
Colorado Springs, CO 80918

Dear Mr. Harris,

You have completed all requirements for approval to operate on Fort Carson. The attached certificate authorizes the Pikes Peak Chapter of the Association of the United States Army, to operate on Fort Carson for two years from the date of this memorandum, in accordance with Army Regulation 210-22, as provided to you. Neither the United States, nor Fort Carson, will have any liability for the Pikes Peak Chapter of the Association of the United States Army's actions or debts.

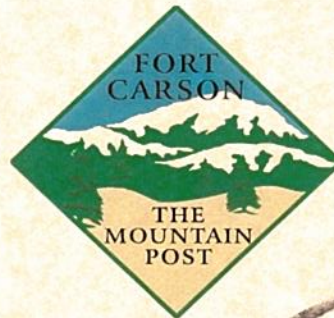
We are pleased to have your support to the Fort Carson Community, and look forward to a continuing relationship.

Sincerely,


Brian K. Wortinger
Colonel, U.S. Army
Garrison Commander

CERTIFICATE TO OPERATE

**This Certifies that the
Pikes Peak Chapter
of the
Association of the United States Army
is authorized to operate as a
Private Organization on Fort Carson**



A handwritten signature in brown ink, appearing to read 'Brian K. Wortinger', is written over a horizontal line.

**Brian K. Wortinger
Colonel, U.S. Army
Garrison Commander**

Certificate Expires 1 June 2021