



Pikes Peak Chapter Association of the United States Army

CHAPTER ANNUAL PLAN

1 July 2020 – 30 June 2021

CHAPTER OVERALL PROGRAM (ANNUAL PLAN): This Plan covers the operational period from 1 July 2020 to 30 June 2021.

Major planning ASSUMPTIONS and CONSIDERATIONS:

- **Novel Coronavirus (COVID-19) pandemic restrictions will relax during the remainder of calendar year 2020, and into 2021;** however, required COVID-19 protocols must be considered in all Chapter planning until the constraints are lifted by proper authority.
- **4th Infantry Division and Fort Carson unit missions involving troops, equipment, training, and deployment assignments will remain fluid,** but we believe deployment impacts on our Chapter programs will be somewhat less than in previous in years.
- **The largest U.S. Army presence in our Chapter footprint is found in the unit formations at Fort Carson (approximately 25,000 Soldiers),** and because we anticipate that units will spend more on-station time than in the past several years, our planning emphasis will orient on supporting Soldiers and families assigned there, without degradation to other traditional Chapter mission programs.
- **The strong partnership, collaboration, and mutual support, between our Chapter and the Pikes Peak Sergeants Major Association (PPSGMA) will continue to provide operational synergy to both organizations.** This relationship enables both organizations to more effectively accomplish their missions.
- **Community Partner membership retention and growth will continue to be a significant challenge,** and—like working with Army Recruiters—we will consider this an essential Chapter imperative.
- **Our Chapter will sustain close contact with AUSA Region Seven (R7) and AUSA National Leadership, and support AUSA National's Strategic Plan—AUSA 2025.** While in-Chapter professional development and training are important, we must leverage the resource innovations and enhancements available at AUSA National.
- **Volunteer support to the Chapter will continue to be an operational challenge.** Volunteers are essential to our success. Without the human resources to properly execute plans, programs, events and activities, achieving excellence will be elusive. Accordingly, another Chapter imperative is that we must recruit and nurture a robust volunteer base centered around the offices and positions on our Executive Committee (EC).

Newly Elected Officers per the 2019-2020 Annual Plan Objective: In accordance with the two-term limitation of two-years per term for a chapter president and executive vice president as specified in Section 1-3-5 of the AUSA National Chapter Operations Manual, and as an objective in the Pikes Peak Chapter-AUSA 2019-2020 Annual Plan, the Chapter accomplished an appropriate nomination, election and inauguration process for those two offices. Inauguration of the newly elected officers took place on 1 Jun 20. Therefore, **PPC-AUSA begins the new program/operational year 1 Jul 2020-30 Jun 2021 under new leadership.**

Assessments of the Previous Year Plan

Our EC, to include the newly elected president and executive vice president (both previous VPs), 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:

- Apply the tools provided by National to enrich our plans and programs, e.g.; the AUSA Skills & Knowledge (ASK) Tool Kit 2.0; the AUSA National Chapter Operations Manual; the Chapter Activities Report Guide; Chapter Profile Sheets, to name just a few. These resources are all accessible through the Chapter Leader Portal and 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 (for example, see “Membership: 1.3.c.” below).
- Enhance Chapter revenue to support expanded Chapter activities in support of our Fort Carson Soldiers and families, and our members throughout the Chapter area.
- Increase participation and training in Chapter Leader Development Training (provided by National and executed within the Chapter) and variously available relevant 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 Pikes Peak Sergeants Major Association, 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 appropriate organizations during short-term or one-time ad hoc teaming/partnering arrangements.
- Update Chapter bylaws as needed (last update approved by National 27 Apr 19).

MEMBERSHIP:

1. **General Membership Meetings:** (Responsibility of the VP, Programs) Held a minimum of three times a year. Each General Membership Meeting (GMM) 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 (e.g. Defense Industry Representatives) also are welcome by invitation.

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

b. We will continue to seek AUSA National Guest Speaker support to assist us in “telling the Army story,” and in updating current and gaining new members.

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 a minimum of once per month on a scheduled basis to plan and discuss activities, programs and initiatives of the Chapter. *Pursuant to a change to our bylaws—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 the ability 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. Even before the COVID-19 curtailing of the Fort Carson Newcomers Briefings, our EC decided to abandon our 15 minute-limit Chapter presentation at the weekly briefings due to almost zero return on our manpower investment. Since then, we have been exploring new means of increasing AUSA brand recognition and visibility of AUSA membership opportunities in our Chapter area through greater promotion of our Soldier education and professional support programs, as appropriate, on post (Fort Carson) as well as elsewhere.

c. At this writing, our Chapter is perusing a new way to present newcomers-type information and material to Soldiers and families newly assigned to Fort Carson. We call it our ***Educate, Inform, and Connect (EIC) Project***. It is modeled after the Hawaii Chapter’s successful program for the 25th Infantry Division newcomers to Schofield Barracks, Oahu, HI, which has resulted in an increase in membership, as well as support from Community Partners. The Hawaii Chapter President and others on his team are assisting us in

preparing to brief the Fort Carson Leadership on the uniquely positive ways this program works. When COVID-19 restrictions are lifted, we will brief the Fort Carson Command Group. Hopefully, the EIC Project will be approved and we can begin to implement the program.

d. 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.

e. Reach out to previously less approached membership communities such as the Army National Guard, Army Reserve, Recruiting, and ROTC.

f. 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 two additional programs in Grand Junction and Delta, CO.

g. Sustain and build our excellent relationship with the Denver Recruiting Battalion and Colorado Springs U.S. Army Recruiting Company to mutually assist and support each other in accordance with the signed teaming agreement between the CG, U.S. Army Recruiting Command and the President and CEO of AUSA. We have made contact with the new Colorado Springs Company Commander (he took command Dec 2019), and will plan to attend the Denver Recruiting Battalion change of command when scheduled later this year (2020). We will continue to engage the new commanders.

h. 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.

i. 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.

j. Incorporate AUSA Nationally managed "Association Members" into active participation within our Chapter EC, general membership activity, and our volunteer base.

k. Leverage National's programs, promotional materials and templates to reach new and junior Soldiers and to show membership value (VP, Young Professionals has a role).

l. Expand our Community Partnership through direct personal EC member outreach. VP, Community Partnership will lead this effort.

- m. Optimize presence at community events and other military organization functions.
- n. 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.
- o. Leverage local military media sources to increase press coverage and awareness of Chapter presence in the community; maximize use of press releases.
- p. 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.
- q. 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.
- r. With the extremely fortunate assistance of the current Army Spouse of the Year, and a former Fort Benning Family of the Year spouse—whose husbands are stationed at Fort Carson (and all are PPC members)—continue to reinforce the importance of Army Spouses to the lives and careers of our Soldiers, and the categorically pivotal role spouses can play in our Army’s professional organization—AUSA. We call it membership through the “pillow talk” effect.

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. Our Facebook <https://www.facebook.com/PikesPeakChapterAusa> also is extremely successful.

The Chapter considers website and social media use as being of high priority. 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. However, it remains a real and daily challenge to keep our social media vitality energized with current postings with only a couple non-paid volunteers working them. We continue to seek ways to ameliorate this issue.

2. National’s Annual Meeting: The Chapter plans to send a delegation to the meeting and—as long as Fort Carson running teams are supported by DFMWR—we also wish to deploy a “Hooah Tent” as well as augment MWR-provided assistance to the Fort Carson running teams for the Army 10-Miler event. *It must be stated that given the COVID-19 situation, and lacking firm and unequivocal guidance vis-à-vis the preceding Army 10-Miler and the AUSA Annual Meeting, at this writing, deploying a 2020 ATM Hooah Tent has become increasingly doubtful.*

3. **Seventh Region Annual Meeting:** The Chapter will send a delegation to these events when scheduled. We will consider hosting the 2022 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, support the ESGR program, 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:** Depending on budget health, 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 and/or President's Corner blogs on our website to maintain traditional messaging. *We will ensure that our EC members are trained on Pardot to post Chapter member-wide information as well.*

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:** Because we had planned for the May 2020 PPC-AUSA/MBA Basketball Tournament to become our number one major fundraiser for 2020—the event was canceled due to COVID-19 and the strategic alliance we had with the MBA was dissolved—the EC will still need to develop another major fundraiser event that will allow us to fund our traditional Chapter activities through the entire operational year

a. The Sports Car Club of America (SCCA)'s Co-Director of the Continental Divide Region has declared our Chapter as that organization's charity of choice for 2020. This honor will no doubt positively impact our fundraising objectives for the remainder of this calendar year. However, other fundraising efforts will be required.

b. Additionally, we will consider holding one or more Scholarship Fundraisers.

c. 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.

11. **Award Ceremonies:** The Chapter will support awards for the NCOY/SOY programs for all components. The Chapter will also support awards for the SRTOC/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:

- 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 2021)
- 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 (if feasible—contingent on deployment schedules)
- Volunteer Appreciation Dinner

**NOTIONAL PROJECTED BUDGET
(Period covered 1 Jul 20 – 30 Jun 21)**

INCOME: ???

Dues Share (Indiv/Corp/Life)	\$ 6,000 ?
Major Fundraiser (TBD)	\$ 9,000 ?
Veterans Appreciation Mixers	\$ 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	\$32,000 ?

INCOME SYNOPSIS: ???

Dues Share - based on membership increase thru Dec 31 2020 ?
 Sports Car Club of America (SCCA) Donations
 Major Fundraiser in lieu of COVID-19 canceled MBA Tourney
 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: ???

Major Fundraiser Set Up Expense	? 3,000
Awards	\$ 1,500
Office Supplies/Postage	\$ 500
ILW Contribution	\$ 500
Website/IT Costs	\$ 700
Scholarships	\$ 5,000
Volunteer Appreciation Reception/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	\$ 1,800
Best Warrior Awards	\$ 1,000
Sponsorships (Armed Forces Week, NORAD Tracks Santa, etc.)	\$ 1,000
Hooah Tent / Army Ten-Miler	\$ 6,000
Army—Air Force Football Game Tailgater 2019 (Placeholder this year)	\$ 000
TOTAL EXPENSES	\$32,000 ?

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/Website & IT costs—based on historical data
- ILW Contribution - annual participation (standard)
- Scholarships - three: \$2500, \$1500, \$1000
- **Major Fundraiser (TBD)**
- Volunteer Appreciation Reception/Dinner (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 space rent, food, beverages, supplies, team sponsorship, shipping, rental van—**significantly reduced** to meet budget
- Army – Air Force Football Game Tailgate, Nov 2021- based on historical data every other year (placeholder for this budget 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 and Pardot mass e-mailing access and training 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 Chapter Activity Reports (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 and more junior 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 website and Facebook 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 bylaws to reflect the current guidance in AUSA's Chapter Operations Manual. Bylaws 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 25 Jun 2020.

Encl
New Chapter President Certification



Scott Leeling
Sergeant Major, U.S. Army Retired
President, Pikes Peak Chapter-AUSA

///END///



ASSOCIATION OF THE UNITED STATES ARMY

2425 WILSON BOULEVARD, ARLINGTON, VIRGINIA 22201 | 703-841-4300

CHAPTER PRESIDENT CERTIFICATION

Please complete the checklist **and submit to your Region President**. After review, your Region President will forward to AUSA National to complete your certification. Contact Regional Activities (regionalactivities@ausa.org) for any assistance you need to complete this form.

- Review your chapter bylaws.** Verify that your bylaws are current. Chapter bylaws should be updated every four years, as a minimum. Your initial assessment that your chapter bylaws are adequate does not preclude you from making changes in the future. If you need to update your bylaws, please indicate your planned timeline for revising it.
 Our Chapter bylaws are current, dated ~~16 May 2018~~ 27 Apr 2019
 Our Chapter bylaws need updated; planned update is _____ insert date _____.
- Review your chapter's financial status.** Meet with your chapter treasurer to review the last annual chapter financial statement, the current financial status, and the financial control measures within the chapter. If you have any questions, or believe an audit is in order, indicate so here:
 I have questions and would like to discuss.
 I believe an audit is in order.
 All is in order and I am satisfied with the current financial control measures.
- Review your annual plan.** Annual plans shape your chapter's mission. Chapter Annual Plans are due annually by June 30. Determine if any changes are needed for the remainder of the current operating year (1 Jul – 30 Jun).
- Chapter Leader Portal Access.** Checking this block confirms that you can access the Chapter Leader Portal. This website offers many tools and resources for managing your members. Pay attention to the AUSA Skills Knowledge (ASK) folders; they provide a wealth of information and templates for successful chapter operations.
- Chapter Operations Manual Access.** Checking this block confirms that you have access to the AUSA Chapter Operations Manual in the Chapter Leader Portal. The digital version is searchable; this is your go-to resource for chapter management questions.
- Chapter Presidents' Training.** If you have not already attended Chapter Presidents' Training, confirm your plan to attend the next class at AUSA National or that you have made arrangements with Regional Activities for suitable alternative training.

I certify that I have completed the checked items and that I am committed to the success of the Pikes Peak #7302 Chapter.

Scott A. Leeling

Scott A. Leeling

8 Jun 2020

Name

Signature

Date