

Strategy Committee

March 7, 2024

■ **Tony Lisuzzo**

■ **Committee:**

- Amanda Brockermeyer
- Kilo Parks
- Paul Vavra
- Eric Colon, Membership
- Erik Bamford, International
- Shelley Frost
- Ken Miller
- Glorianne O'Neilin
- Hollann Schwartz
- Michael Brock



ASSOCIATION
OF OLD CROWS

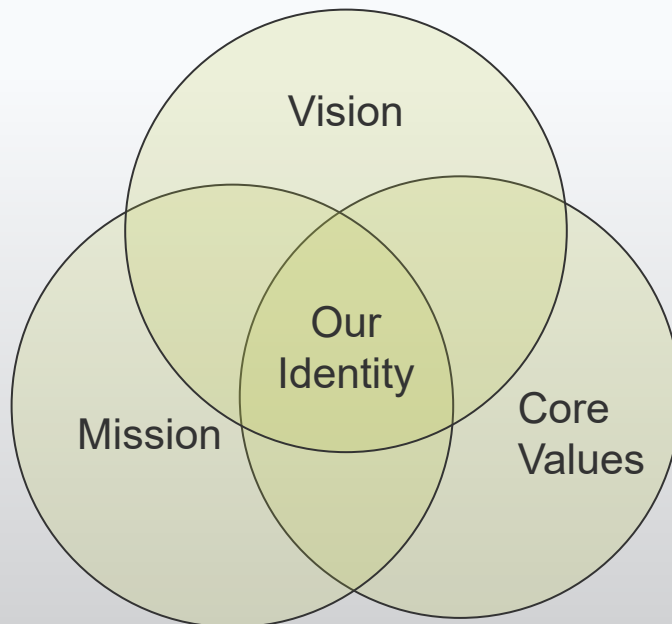


Our VISION

Be the premier global professional association advocating across industry, defense, government agencies and academia for achieving and sustaining a decisive advantage in the electromagnetic operating environment (EMOE).

Our Mission

- ADVOCATE
- CONNECT
- EDUCATE



Our Core Values

- LEADERSHIP
- PROFESSIONALISM
- DIVERSITY

The strategy for AOC 2026



- BUILD AN **ADVOCACY AND COMMUNICATIONS ENTERPRISE**
- DIVERSIFY STREAMS OF **REVENUE**
- GROW OUR GLOBAL **MEMBERSHIP**
- STRENGTHEN **INTERNATIONAL PROGRAMS**
- GROW **PROFESSIONAL DEVELOPMENT**

Our 5 Strategic Goals

Strategic Goal	Primary Dept	Support Dept	Focus Years				
			2022	2023	2024	2025	2026
1. Grow Global Membership	MEM	A/O, MARCOM	Focus	Focus	Focus	ROI	ROI
2. Build Advocacy and Comms Enterprise	A/O	MARCOM	Prepare	Focus	Focus	ROI	ROI
3. Diversify Streams of Revenue	E&M	A/O, MARCOM	Prepare	Prepare	Focus	Focus	ROI
4. Strengthen International Presence and Programs	A/O	E&M, MARCOM	Prepare	Prepare	Prepare	Focus	Focus
5. Grow Professional Development	EDU	MEM, MARCOM	Prepare	Prepare	Focus	Focus	ROI

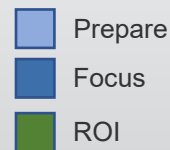
Mem = Membership (Glorianne O'Neilin)

A/O = Advocacy and Outreach (Ken Miller)

MARCOM = Marketing and Communications (Hollann Schwartz)

E&M = Events and Marketing (Kathy Hartness)

EDU = Education (Michael Brock)



2024 Annual Operating Plan (AOP)

- High-Level Objectives for Each of the Five goals
 - Membership Growth
 - Execute the McKinley Assessment/Recommendations
 - Execute on Bill Highway and other systems
 - Evaluate and Challenge Chapters for more involvement
 - Advocacy and Communications Enterprise
 - Improve the content we deliver to our members; We want people to turn to AOC first
 - Continue Congressional Outreach and Education
 - Establish a Political Action Committee
 - Diversity Streams of Revenue
 - Podcast/Advocacy Analytical Report/Other Multimedia Delivery Channels (Anything That Gets the Message Out)
 - Build on Existing Conferences and Annual Convention – where do we need to expand
 - International Growth
 - Increase AOC Outreach at Shows and Develop Relationships for Revenue Growth
 - Continue NATO Subgroup 2 involvement
 - Professional Development Growth (Education, Training, STEM, AEF)
 - Implement the McKinley Assessment for certification
 - Build relationships and partnerships with NDU, Stevens Technical University, USSTRATCOM/JEWC
 - Figure out the Purpose and Restructure of the AOC Educational Foundation – raise \$
 - Determine how to support Chapters with STEM

2024 Annual Operating Plan

ADVOCACY AND COMMUNICATIONS ENTERPRISE

- Sustain the creation and distribution of original content to complement the JED and other AOC/Naylor products
- Continue to build the congressional outreach and education program.
- Establish a Technical Advisory Committee to determine regular technical deliverables for distribution to AOC members, global stakeholders, and other organization conferences, including NATO Subgroup 2.

DIVERSIFY STREAMS OF REVENUE

- Build on the success of AOC Podcasts – From the Crows’ Nest (FTCN) and History of Crows (HOC)
- Expand our reach into adjacent markets to grow potential event opportunities (workshops, conferences, etc)
- Investigate the feasibility of a monthly or quarterly advocacy report with a subscription model for updates to the defense budget, major policy developments, and market trends.

MEMBERSHIP EXPANSION

- Utilize new database and website for HQ and Chapters (Impexium and Billhighway).
- Implement the new membership model/structures based on the 2023 McKinley Assessment
- Develop and execute a strategy for membership outreach and retention.
- Evaluate and Reform Chapter Programs

INTERNATIONAL EXPANSION

- Increase AOC stakeholder outreach to international chapters and events.
- Build on the relationship with NATO Subgroup 2.
- Evaluate staffing and resources to grow international programs.

EDUCATE

- Implement the roadmap determined by the 2023 McKinley Assessment
- Build relationships and partnerships with NDU, Stevens Technical University, USSTRATCOM/JEWC
- Investigate the NATO training and certification roadmap for EMSO professionals.
- Develop a comprehensive webinar schedule that provides relevant and valuable content to our members.
- Determine how to support STEM with chapters and industry.

Going Forward

- Will Hold Quarterly Reviews with Staff and BoD/Committee Members
 - Active Participation by Applicable BoD Members
 - Report Back to President and BoD on Progress to Goals/Objectives identified in the AOP.
- Five-Year Strategic Plan
 - The Five-Year Plan will be reviewed and voted on in 2024 as needed

Questions? Comments?