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# Strategy Committee Report

**December 10, 2024**

- **Tony Lisuzzo, Chair**

## **Committee**

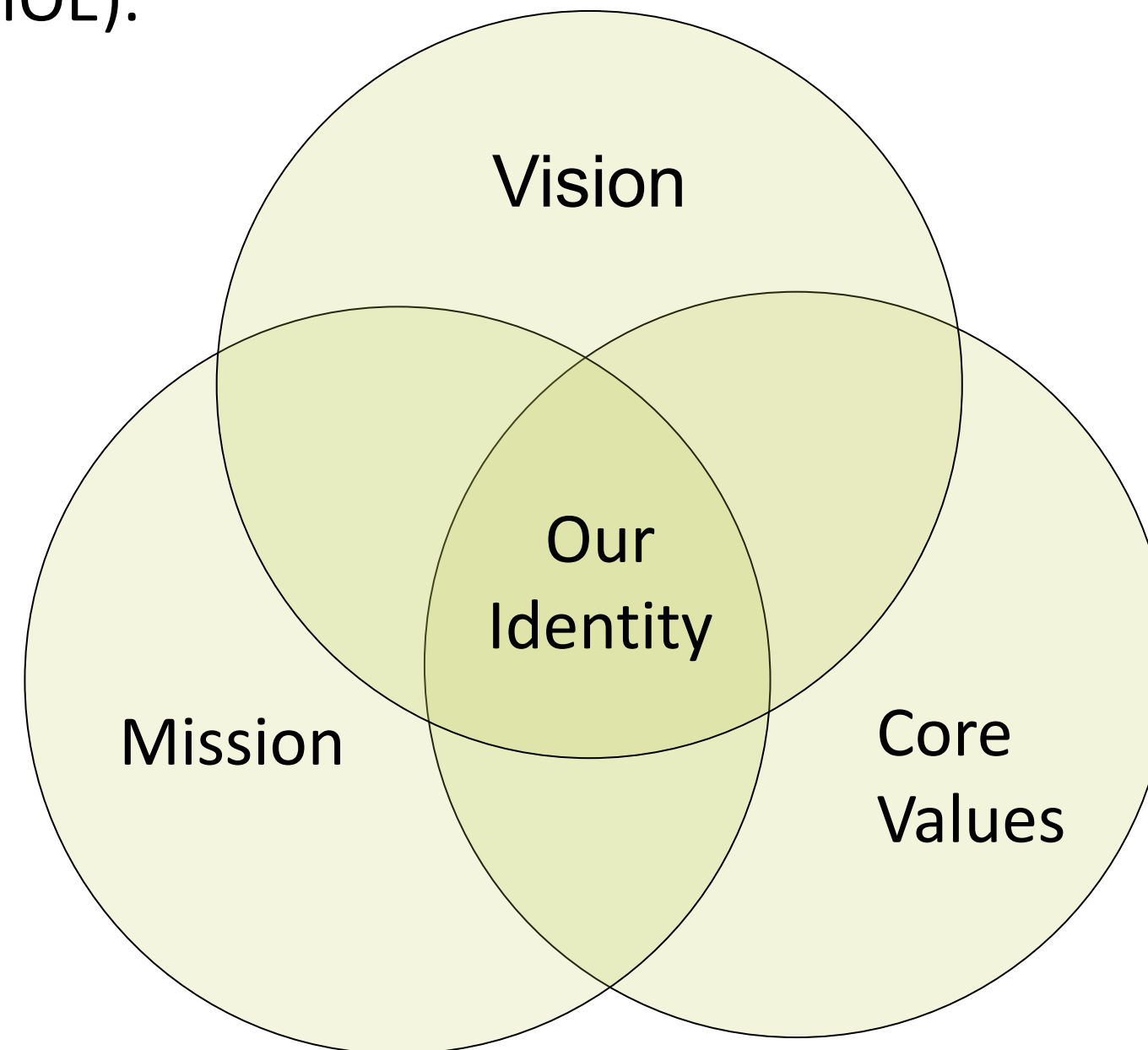
- **Amanda Brockermeyer**
- **Kilo Parks**
- **Paul Vavra**
- **Eric Colon, Membership**
- **Erik Bamford, International**
- **Shelley Frost**
- **Ken Miller**
- **Glorianne O'Neilin**
- **Hollann Schwartz**

# 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

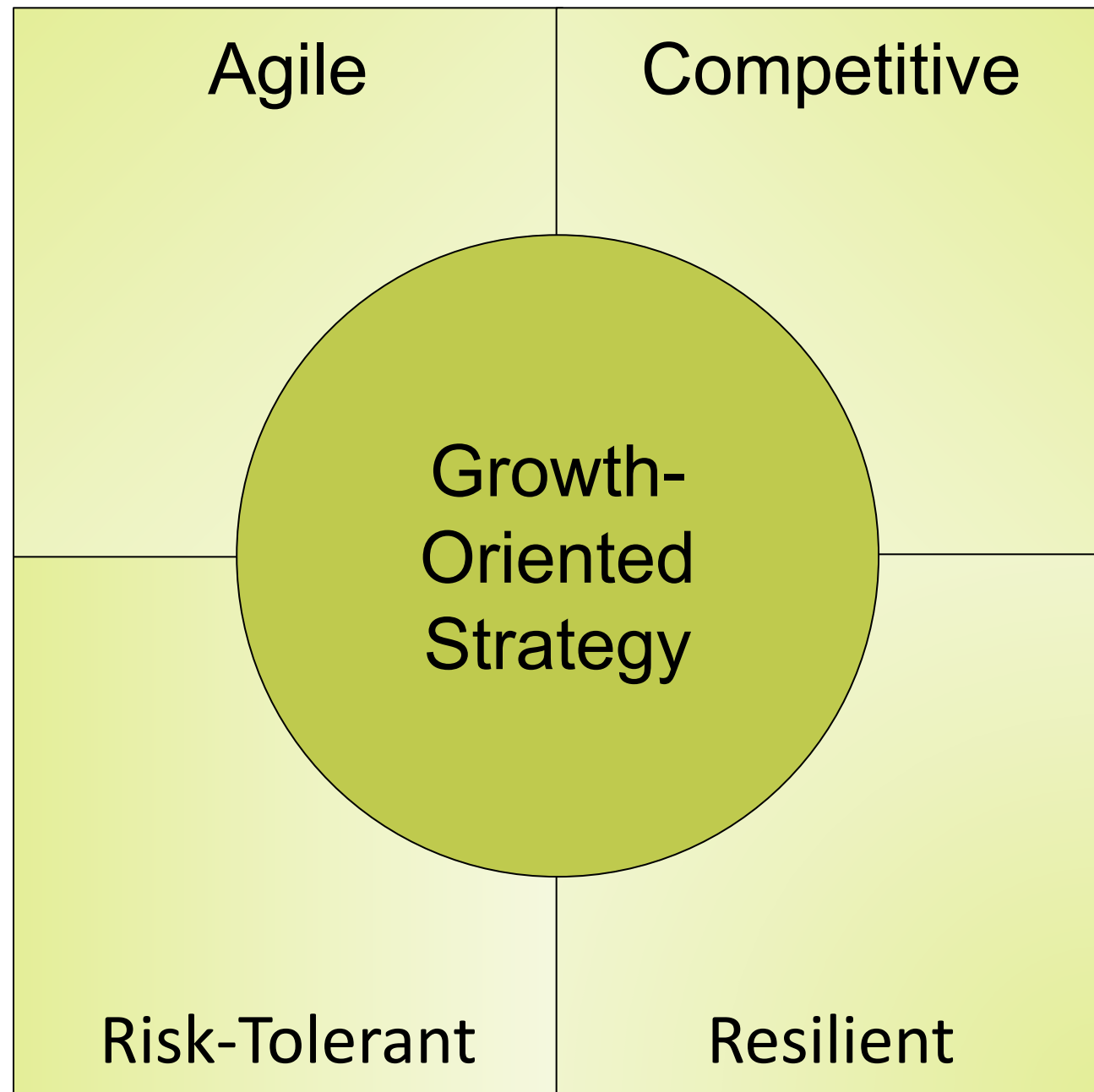


## Our Core Values

- LEADERSHIP
- PROFESSIONALISM
- DIVERSITY

# The strategy for AOC 2026

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

# Our 5 Strategic Goals for the 5-Year Plan



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)



# 2025 Annual Operating Plan (AOP)

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## ■ **Membership Growth**

- Realign the membership department to optimize team specialization, enhance chapter support, and improve member retention and outreach efforts to drive engagement and growth
- Develop and execute a strategy for all membership types (Groups, Partners, Military, University Young Crow Groups)
- Increase Chapter outreach, participation, and growth; Continue utilizing and increasing chapter usage of databases and websites (Impexium and Billhighway);
- Explore how to expand the Future Leaders initiatives and create a new Empowering Women in EW committee

## ■ **Advocacy and Communications Enterprise**

- Expand the congressional outreach and education program
- Establish the Advocacy and Technical Advisory (ATA) Committee, formerly the Advocacy and Outreach Committee
- Develop strategic public relations with government and industry stakeholders, including journalists, public affairs officers, relevant podcasts, and industry communications teams.
- Advance AOC History initiatives

## ■ **Diversify Streams of Revenue**

- Grow and develop audiences for the FTCN family of podcasts, including our regular, subscription, FTCN Live, and CTO Series
- Expand our reach into adjacent markets to grow potential event opportunities (workshops, conferences, etc)

## ■ **International Growth**

- Successfully transition and execute AOC Europe
- Increase AOC stakeholder outreach to international chapters and events.
- Explore opportunities for expanding conferences for stakeholders in Asia.
- Expand relationships across NATO entities.

## ■ **Professional Development Growth**

- Continue implementation and usage of data from the roadmap determined by the 2023 McKinley Assessment
- Build relationships and partnerships with organizations, institutions, and/or like-minded associations to grow and enhance AOC's presence and offer expanded varying educational opportunities.
- Create and execute the AOC Certificate Program, beginning with Stevens Institute as the host of the pilot program, and expand to additional institutions.
- Develop a comprehensive education schedule that provides professional development opportunities of value to our members in the form of webinars, OnDemand webinars, and onsite courses.

# Going Forward – Finishing Strong

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- 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 (2022-2026)
  - Finishing Strong: Two Years Left in Our Strategy
    - Expand the industry sponsor base
    - Monetize initiatives and projects
    - Drive Operational Efficiency

Questions? Comments?

**MOTION TO APPROVE THE 2025 AOP**