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OF OLD CROWS



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# AEF Strategic Planning

- **December 10<sup>th</sup> 2024 BOD**
- **Myles Murphy**  
– [mylespatrickmurphy@gmail.com](mailto:mylespatrickmurphy@gmail.com)

# 2024 AEF Strategic Planning Team

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- **Myles Murphy**
- **Tony Lisuzzo**
- **Mick Riley**
- **Mark Schallheim**
- **Keith Everly**
- **Ken Dworkin**
- **Nino Amoroso**
- **Raul Blanche**
- **Glorianne O'Neilin**
- **Tim Kuehhas**
- **Shelley Frost**
- **Jim Utt**
- **Dennis Monahan**
- **Lauren Schoener-Gaynor**

# Agenda

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- **AEF Strategic Planning Subcommittees**
- **Timeline of 2024 AEF Strategic Planning**
- **Overview of 2025-2029 AEF Strategic Plan and Board Approval**
- **Overview of 2025 AEF Operating Plan and Board Approval**
- **2025 AEF Subcommittees Upcoming Meetings**
- **Questions**
- **Transition to 2025 AEF Operating Plan Budget Approval (Jim Utt)**

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# 2024 AEF Strategic Planning Subcommittees



<u>Subcommittee</u>	<u>Subcommittee Members</u>
Scholarships	Glorianne O’Neilin ( <a href="#">staff</a> ), Nino Amoroso, Mick Riley
STEM	Lauren Schoener-Gaynor ( <a href="#">staff</a> ), Mark Schallheim, Lisa Fruge
Other Education	Shelley Frost ( <a href="#">staff</a> ), Keith Everly, Mick Riley
Fundraising	Ken Miller ( <a href="#">staff</a> ), Shelley Frost ( <a href="#">staff</a> ), Tim Kuehhas, Keith Everly

*Subcommittees Meet Quarterly to Discuss Strategy and Progress*

# Timeline of 2024 AEF Strategic Planning



# 2024 AOC Education Foundation (AEF) Strategic Planning (2025-2029)

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- **First Team Meeting held March 20<sup>th</sup> to Discuss Best Way to get Organized and Formulate 5-year Strategy**
  - Meeting Minutes Published
  - Discussed Key Areas that include Scholarships, STEM, Other Education, and Fundraising
  - Decided Breaking Up Overall AEF Strategy into Subcommittees is Best Way to Attack the Larger Strategy (Quarterly Meetings)
  - Discussed Huge Need in Fundraising Area <sup>7</sup>
  - Importance of Having a Full Time Paid Staff Member to Support the AEF
- **First Draft of 5 Year AOC AEF Strategic Plan Completed for Team Review**
  - Goals and SMART Objectives Were Incorporated into the AEF Strategic Plan
- **AEF Strategic Planning Workshop held at AOC HQ on June 5<sup>th</sup>**
  - Great Participation by All Committee Members
- **Second Draft of 5 Year AOC AEF Strategic Plan Completed and Reviewed by the Team**
  - Goals and SMART Objectives from June 5<sup>th</sup> Workshop Incorporated into Strategic Plan

# 2024 AOC Education Foundation (AEF) Strategic Planning (2025-2029)

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- **AOC Staff Decomposed the AEF Strategic Plan into a Final Strategic Plan and Draft AEF Operating Plan**
- **TEAMS meeting held October 3<sup>rd</sup> to review updated AEF Strategic Plan and discuss plans for AEF Operating Plan**
- **Several Committee Meetings held in October and November to Finalize the Strategic Plan, Operating Plan, and 2025 Budget**
- **AEF Strategic Plan Finalized**
- **AEF Operating Plan Finalized**
  - **Operating Plan Provides Roadmap to Execute AEF Strategic Goals in 2025**
  - **Provides Flight Plan for 2025-2029**
  - **Identifies Budget and Staffing Requirements for**
  - **Guides Committees and Staff Work Plans for the Year and Beyond**
- **AEF 2025 Budget Finalized**



# **Overview of 2025-2029 Strategic Plan and Board Approval**

# **2025-2029 AEF Strategic Plan Goals**

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- **Establish A Robust Fundraising Program To Ensure The Sustainability And Growth Of Scholarships And Educational Initiatives**
- **Expand And Enhance Our Scholarship Programs To Provide Financial Support To Aspiring EMSO Professionals**
- **Support And Enhance STEM Activities on Electromagnetism For Youth Engagement Across Chapters To Expose Young Students To The Exciting Possibilities Within The EMSO Domain**
- **Broadening Opportunities For Learning And Talent Development To Ensure A Steady Pipeline Of Skilled Professionals Entering The EMSO Workforce**

# Establish a Robust Fundraising Program - Objectives

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- **Conduct a thorough assessment of our current fundraising capabilities, donor base, and market opportunities. Develop a detailed fundraising plan in 2025 that outlines specific goals, strategies, and tactics to diversify our revenue streams and enhance donor engagement.**
- **Recruit and train a dedicated fundraising team with expertise in various aspects of development, including major gifts, corporate sponsorships, and grant writing.**
- **Explore and develop multiple revenue channels, including individual giving, corporate partnerships, working with the Combined Federal Campaign (CFC), grant funding, and special events.**
- **Build and strengthen relationships with industry partners and individuals to create new funding opportunities.**

# Expand and Enhance Scholarship Programs - Objectives



- **Review and assess our current scholarship offerings to identify areas for expansion and enhancement including various needs and career stages, such as undergraduate, graduate, and professional development scholarships.**
- **Launch an extensive outreach campaign to raise awareness about our scholarship programs among potential applicants, industry, and educational institutions.**
- **Continuously evaluate and refine the programs based on feedback from recipients and stakeholders to ensure they meet evolving needs and expectations.**
- **Expand the Future 5 program to include international members and recognize winners at international conferences.**
- **Work closely with the AOC BOD to ensure the scholarship program has adequate funds to execute all objectives.**

# Support and Enhance STEM Activities - Objectives

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- **Encourage chapters to implement a diverse range of STEM programs, including science fairs, workshops, and interactive demonstrations that highlight the electromagnetic spectrum. Create age-appropriate activities that engage students in meaningful and relevant ways.**
- **Establish relationships with existing international STEM programs that have proven successful (e.g., International Science & Engineering Fair (ISEF), USA Science & Engineering Festival, and Griffiss Institute) and determine how we can integrate electromagnetic activities into their existing programs.**
- **Launch targeted outreach campaigns to raise awareness about our STEM programs among students, parents, and educators, emphasizing the value and impact of pursuing STEM careers, specifically in the electromagnetic sciences including online content.**

# Broaden Opportunities for Learning & Talent Development - Objectives

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- **Leverage partnerships with EMSO stakeholders across government, military, industry, and academia (including museums).**
- **Engage government and military stakeholders to identify EMSO challenges that can be shared with universities and programs that work with universities (e.g. VICEROY). Collaborate with universities to support relevant graduate and postgraduate research in the electromagnetic sciences.**
- **Collaborate with EMSO stakeholders across government, military, industry, and academia to address workforce and talent pipeline challenges.**
- **Encourage Chapters to establish mentorship programs.**
- **Engage with congressional representatives, education committees, and relevant stakeholders.**
- **Regularly review and update programs based on feedback and industry changes to ensure they remain relevant and impactful.**

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# **Strategic Plan Board Approval**

## **Motion to Approve the AEF Five-Year Strategy**

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# Overview of 2025 Operating Plan and Board Approval

# 2025 AEF Operating Plan with 2026-2029 Flight Plan



- **Executes AEF Strategic Plan with a Focus on 2025**
- **Hire a Dedicated AEF person in Year One**
- **Establish and Grow a Sustainable fundraising infrastructure - *Raise \$30K in 2025***
- **Build a Comprehensive Scholarship Program, Enhancing the Ability to Attract and Support Promising Individuals in the EMSO Field- *Disbursement of \$25K in 2025 (Current RTX Scholarship)***
- **Strive for At Least 55% of Chapters Actively Participating In EMS STEM Initiatives, Creating a Strong Network of Engagement.**
- **Engage with US Congressional Representatives to Build Support for the Introduction of a Bill That Mandates Inclusion of Electromagnetic Sciences in High School and Undergraduate Curricula; Determine Eligible Museums and Determine Criteria for Financial Support; *Budget for Donation to at Least One Museum.***
- **Important Factors**
  - **Importance of a Dedicated Fundraising Committee**
  - **Committee Leadership is Key**
  - **Push for Donations Every Year**

# **2025 AEF Job Description**

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- **This Position will Implement the Approved Strategic Plan with Committees Leading the Way**
- **Oversee the Organization of the AEF from the Ground Up Including Governing Documents and Infrastructure**
- **Support All Committees to:**
  - **Create an Active and Dedicated Fundraising Committee**
  - **Oversee the Development and Administration of Scholarships, Future 5 Program, STEM, and Other Development Initiatives**
  - **Create and Execute Fundraising Plans**
  - **Assist In Solicitation of Donors**
  - **Manage Donor Recognition and Stewardship Programs**
  - **Develop Communication Strategies to Promote Programs, Scholarship, and Fundraising Efforts**
  - **Manage the AEF's Annual Budget**

# 2025 Operating Plan Board Approval

## Motion to Approve the <sup>19</sup>AEF Five-Year Strategy

# 2025 AEF Subcommittees Upcoming Meetings



<u>Subcommittee</u>	<u>Scheduled Meeting</u>
Fundraising	Jan 9, 2025
STEM	Jan 16, 2025
Scholarships	Jan 22, 2025
Other Education	Feb 6, 2025



# Questions?

# Transition to 2025 Operating Plan Budget Approval

# Back Up

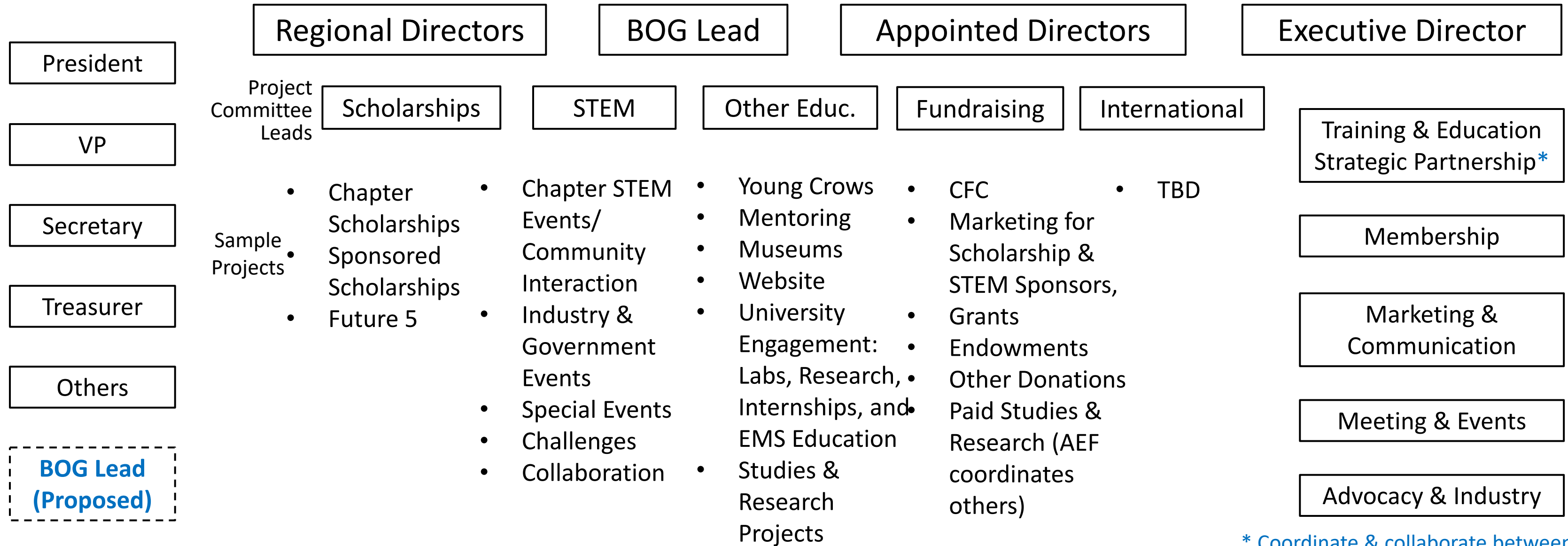
# AOC Educational Foundation BOG



## AOC EXCOM

AOC President

## AOC Staff



\* Coordinate & collaborate between AOC & AEF Education Programs

Notes: (1) Current BOG is AOC EXCOM, AOC Regional Directors, 2 appointed Governors & AOC ED (non-voting)

(2) Governors re-evaluated & should focus on Governors that can contribute funding or expertise

(3) AEF is currently dependent on Staff (AOC provided), AOC funding, & consistent sponsorship/donations

# AOC Educational Foundation (AEF) Staff (FUTURE Potential 5 Year Goal) (DRAFT)



## AOC EXCOM

President

VP

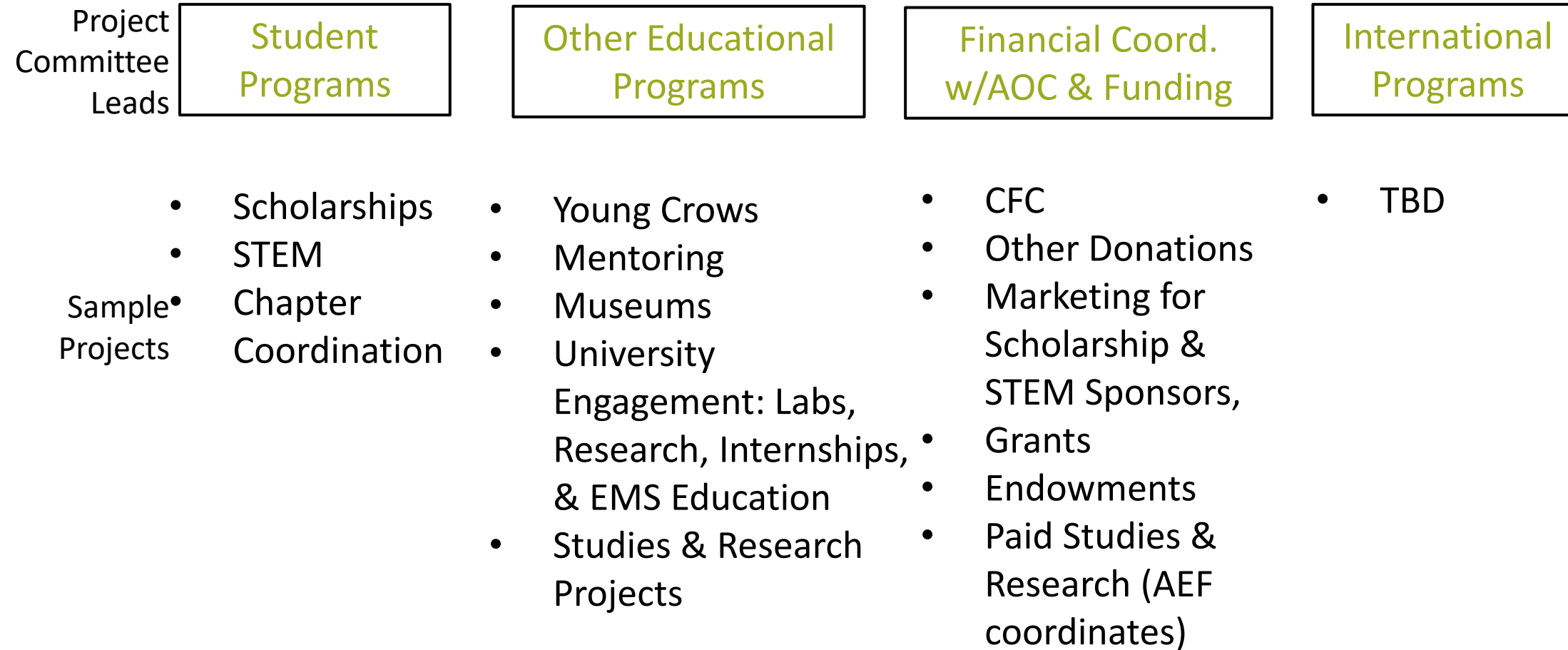
Secretary

Treasurer

Others

BOG  
Lead?

**AEF Lead**



## AOC Staff

ED +

Training & Education Strategic Partnership\*

Membership

Marketing & Communication

Meeting & Events

Advocacy & Industry

- Note: (1) Staff coordinates resources with AOC, AEF pays its share.  
 (2) Created gradually over time. Focus on funding/sponsorship first and then on programs.  
 (3) AEF programs need to be rolled out in alignment with AOC/AEF strategy

\* Coordinates & collaborates between AOC & AEF Education Programs