

Strategy Committee Report

March 13, 2025

- Amanda Brockermeyer,
Chair

Committee

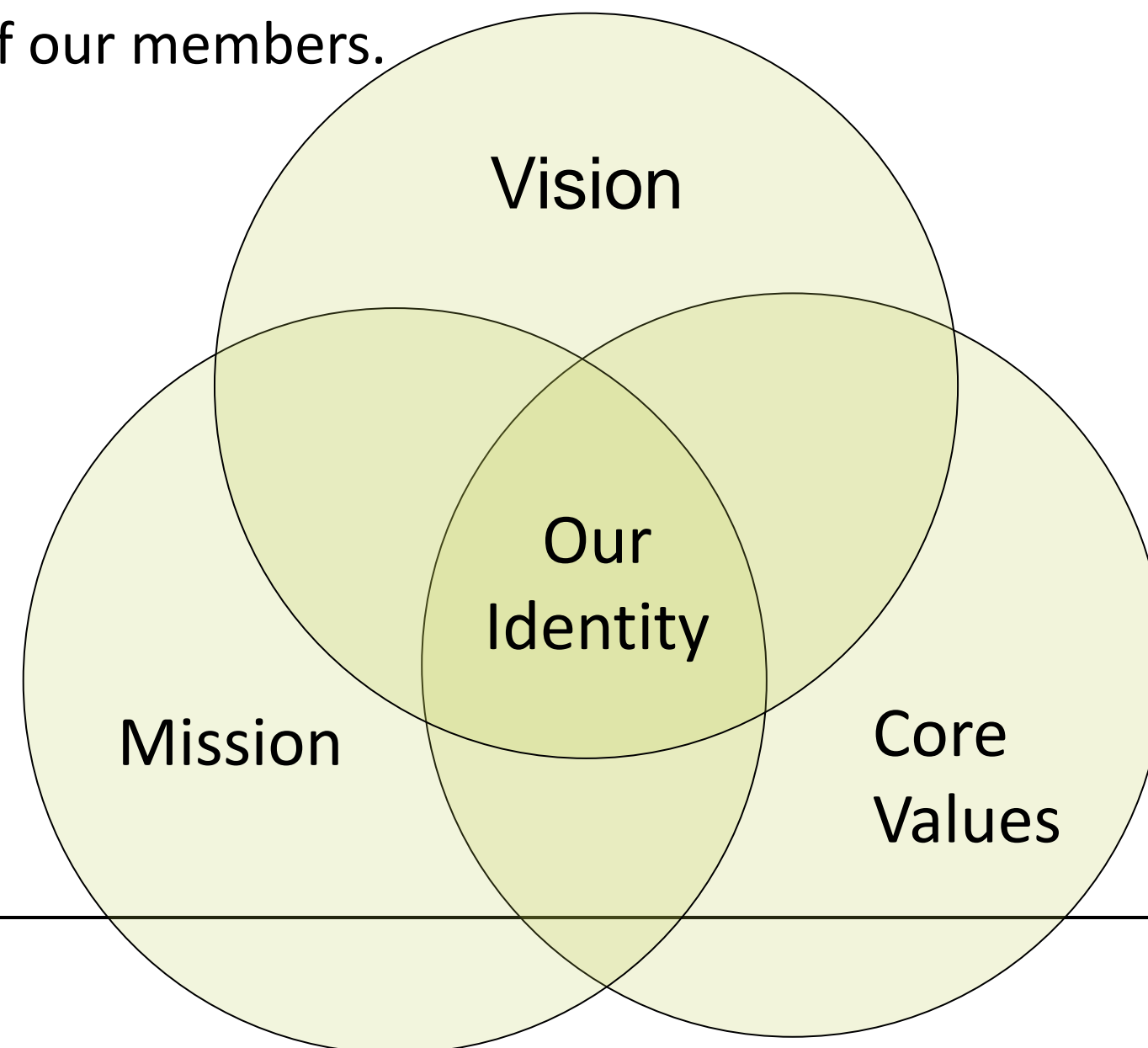
- Amanda Brockermeyer
- Paul Vavra
- Sherm Oliver, Advocacy
- Eric Colon, Membership
- Erik Bamford, International
- Shelley Frost
- Ken Miller
- Glorianne O'Neilin
- Hollann Schwartz
- Lauren Schoener-Gaynor
- Raleigh Leavitt

Our VISION

Position AOC as the premier global association that unites members, organizations, and like-minded individuals interested in electromagnetic warfare (EW) and spectrum operations internationally. Across government, defense, industry, and academia, and spanning air, land, maritime, space, and cyber maneuver spaces, we foster a global exchange of ideas, philosophies, and information. We are committed to providing a platform to recognize and celebrate the significant advancements and contributions in these critical domains, appreciating the hard work and dedication of our members.

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 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 | | | | | |
| 2. Build Advocacy and Comms Enterprise | A/O | MARCOM | | | | | |
| 3. Diversify Streams of Revenue | E&M | A/O, MARCOM | | | | | |
| 4. Strengthen International Presence and Programs | A/O | E&M, MARCOM | | | | | |
| 5. Grow Professional Development | EDU | MEM, MARCOM | | | | | |

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 (Lauren Schoener-Gaynor)



2025 Annual Operating Plan (AOP)



■ **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



- 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?