



ASSOCIATION
OF OLD CROWS



JOIN THE LEGACY,
SHAPE THE FUTURE





Membership Committee Read-Ahead

- **Eric Colon**
– **Membership Committee Chair**
- **03-14-2025**

Chapter Status

- **New Chapters**
 - Spain – Have had several virtual calls. In the process of signing the Petition. Will meet with several reps at AOC Europe and the primary Rep at CEMA (He is a US Citizen)
 - Minnesota – Several calls – Petition in Process.
- **Revitalizing Chapters**
 - North Carolina – 15 people have signed the petition. The committee is in the process of approving
- **Closing Chapters**
 - Santa Barbara – Sent back operating Funds. Funds will be held for two years and then placed in the Chapter sustainment fund account.
 - Chapter Kiwi Chapter – Possibly combining with the Australia Chapter. Discussing with Australian Chapter President at Pt Mugu Symposium.

Chapter Sustainment Funds

- **Funds currently in the account - 29,800**
- **Funds given out in 2024 - 11,942**
- **In 2025, we have had several requests. The committee has approved the Windy City Request for \$1500 dollars for their STEM Advancement support of two students. .**
- **Santa Barabara Chapter closing funds will be added**
 - **\$4473 will be held separately for two years.**
 - **If the chapter revitalizes, funds will be returned to the chapter.**
- **The committee is looking at how we can reappropriate the funds. At the current rate we will have no funds in the account by 2027**

2025 Operating Plan Goals for Membership

- **Grow our global membership commensurate with our market to reach at least 20,000 individual members and 350 industry members by 2026.**
- **Realign the membership department to optimize team specialization, enhance chapter support, and improve member retention and outreach efforts to drive engagement and growth- Glorianne and Meron – Chapter Focused (concentrate on revitalization/maintaining chapters and training on how to retain and recruit at the chapter level) o Megan and Joe - Recruitment/Retention (renewal/new members) (Quarterly Campaigns)**

2025 Operating Plan Goals for Membership

- **Develop and execute a strategy for all membership types (Groups, Partners, Military, University Young Crow Groups)**
 - **Develop a comprehensive member retention strategy by March 2025, with quarterly targets to reduce attrition by 10% compared to 2024**
 - **Launch three targeted outreach campaigns by June 2025, focusing on lapsed members, high-potential new markets, and under-engaged segments.**
 - **Develop campaigns for Chapters to reach out to Groups/Organizations. – New onboarding campaign has been developed.**
 - **Walk around at every AOC Event to speak to both organization members and non-members (thanking them for being a member/discussing their list.) and Non-Members (Reasons to Join)**
 - **Have guest speakers for the University Group(s).**
 - **Chapters to reach out to the Universities in their area that they already have connections with to get a student group started.**
- **Continue utilizing and increasing chapter usage of databases and websites (Impexium and Billhighway).**
 - **Use Impexium database to our advantage to find prospects (Both AOC HQ and Chapter outreach)**
 - **Work with other departments on non-members from events and courses for chapters for outreach**

2025 Operating Plan Goals for Membership

- **Increase Chapter outreach, participation, and growth**
 - **Hold Chapter Officer and AOC President Quarterly Meetings – Have held the first meeting**
 - **Create a bi-monthly or quarterly chapter newsletter (including best practices and guidelines for member engagement) – The newsletter is on the Chapter Supports Page.**
 - **Quarterly Regional Meetings to provide training and foster collaboration among chapter leaders**
 - **More travel to in-person Chapter Meetings/Events. Tag on chapter visits with other events/trade show meetings travel.**
 - **Regional Director travel and more involvement.**
 - **More chapter promotion – AOC News/Chapter Tables.**
 - **More AOC Leadership presence at the larger chapter conferences.**

Chapter Visits/Regional Meetings – First Quarter

- Held first Chapter Officer Meeting with Tony Lisuzzo – 47 Attendees.
- Mid-Atlantic Region—Jeff Hughs held a Mid-Atlantic region meeting at AOC HQ. All but two chapters had a rep in person. Jeff has enacted a regional newsletter. CEMA Conference—Liberty University and Capitol Club will have teams at Capture the Flag. Glorianne will meet with the Span Rep and other Chapter officers.
- NorthWestern Region—Mark Schallheim visited the Mile High and Pikes Peak Roost chapters in Colorado in March and held two virtual region meetings.
- Mt-Western Region -Frank Ball held a regional meeting with the Mt-Western Region and will visit the Dallas Chapter with Glorianne on April 17th.
- Pacific Region- Glorianne and Amanda attending Pt Mug Conference and meeting with Golden Gate Chapter and Australian Chapter while there.
- Southern Region – Glorianne, Mules Murphy, Tony Lisuzzo, and Brandon Coleman are attending Dixie Crow. Peachtree Roost Conference in July – Determine who will participate from the membership department.
- The Northeastern Region Meeting will be held at the Patriots Roost Conference in June.
- International Region I meeting will be held during AOC Europe in May.

2025 AOC Chapter Events

- **Japan Chapter EW Conference – February 20th**
- **Windy City Scholarship Banquet – March 20th**
- **Dixie Crow Symposium – March 23rd to March 26th**
- **Patriots Roost Summit – June 24-26**
- **Kittyhawk Week – June 24-27**
- **Peachtree Roost Conference July 23-24**
- **Australia Chapter Symposium – September 2025**
- **Korea Chapter Conference - October**
- **Diamondhead Chapter – PACOM Conference – October 21-24**

Chapter Officers Meetings with Tony Lisuzzo

- **April 24th 4 to 5 pm eastern time – virtual**
- **July 24th 4 to 5 pm eastern time – virtual**
- **October 23rd 4 to 5 pm eastern time – virtual**
- **December 8th in Person at the Gaylord National Hotel
And Convention Center.**