

Council Presidents Seminar

April 27, 2023



Agenda

9:00-9:15	Opening Comments
9:15-9:20	Slide Show; Panel Seated
9:20-10:30	Executive Staff Panel
10:30-11:30	Moderated Q&A
11:30-11:45	Break and Buffet
11:45-1:00	Lunch and Awards
1:00-2:30	Plenary Session
2:30-4:00	Council Presidents Only

Agenda

- Staff Introduction
- Dates
- Metrics
- Program Updates
- Information Sharing
- Council Effectiveness and Involvement
- Chapter Effectiveness

Meet the MOAA Chapters Team



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Key Dates 2023

AMBA (Mercer) Ad Program Applications	Jan 1-May 31
Quarterly CP/ICP Meeting	Feb 22
Harris Communications Award Applications Due	Feb 1
Advocacy in Action	Apr 24-26
Council Presidents Seminar	Apr 27
Levels of Excellence Applications Due	May 1
Strobridge Legislative Chair/Liaison Award Nominations Due	Jun 1
Surviving Spouse Liaison Excellence Award Nominations Due	Jun 1
Input due for October Military Officer Magazine	July 1
Quarterly CP/ICP Meeting	Aug TBD

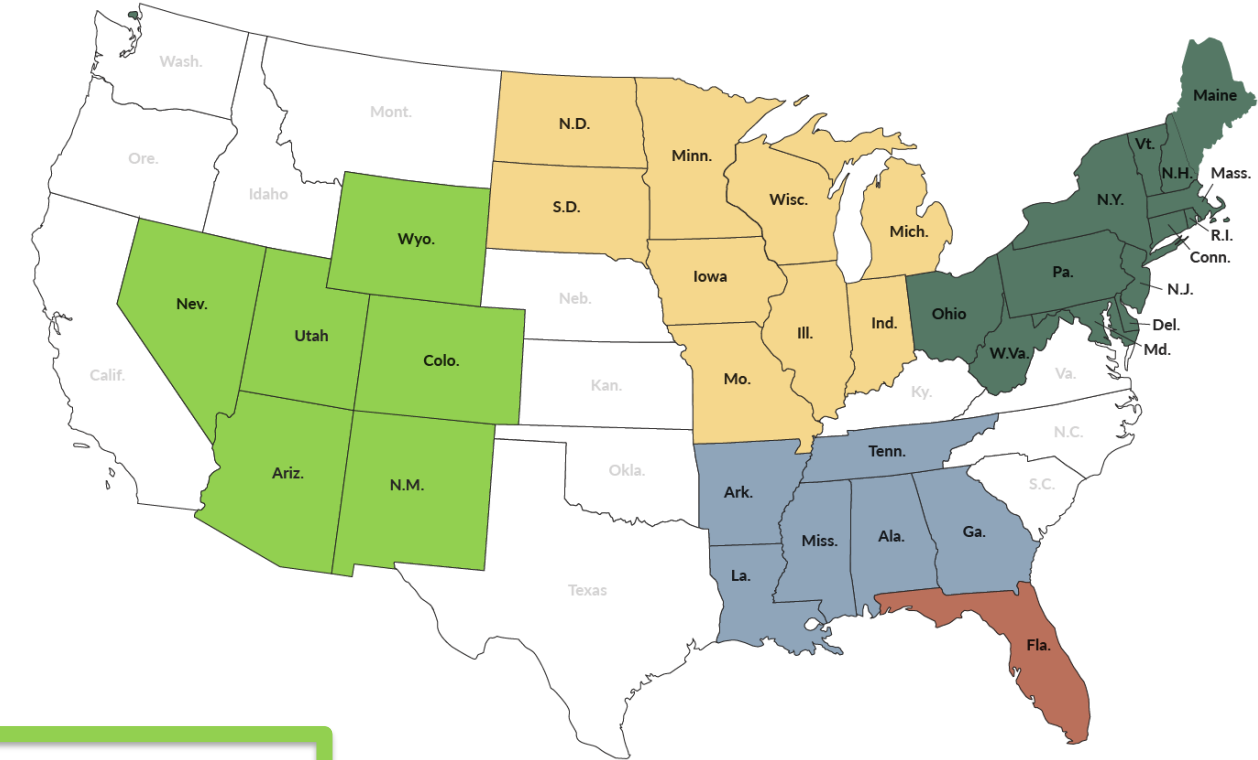
2023 Leader Training Workshops

Leadership Seminar
Orlando, FL
January 6-7
FL, Other C&C by invitation

Mid-South
Birmingham, AL
February 24-25
AL, AR, GA, LA, MS, TN

North-East
Providence, RI
June 2-3
CT, DE, MA, MD, ME, NH,
NJ, NY, OH, PA, RI, VT,

North-Central
MN/WI (TBD)
Sep 15-16
IA, IL, IN, MI, MN, MO, ND,
SD, WI



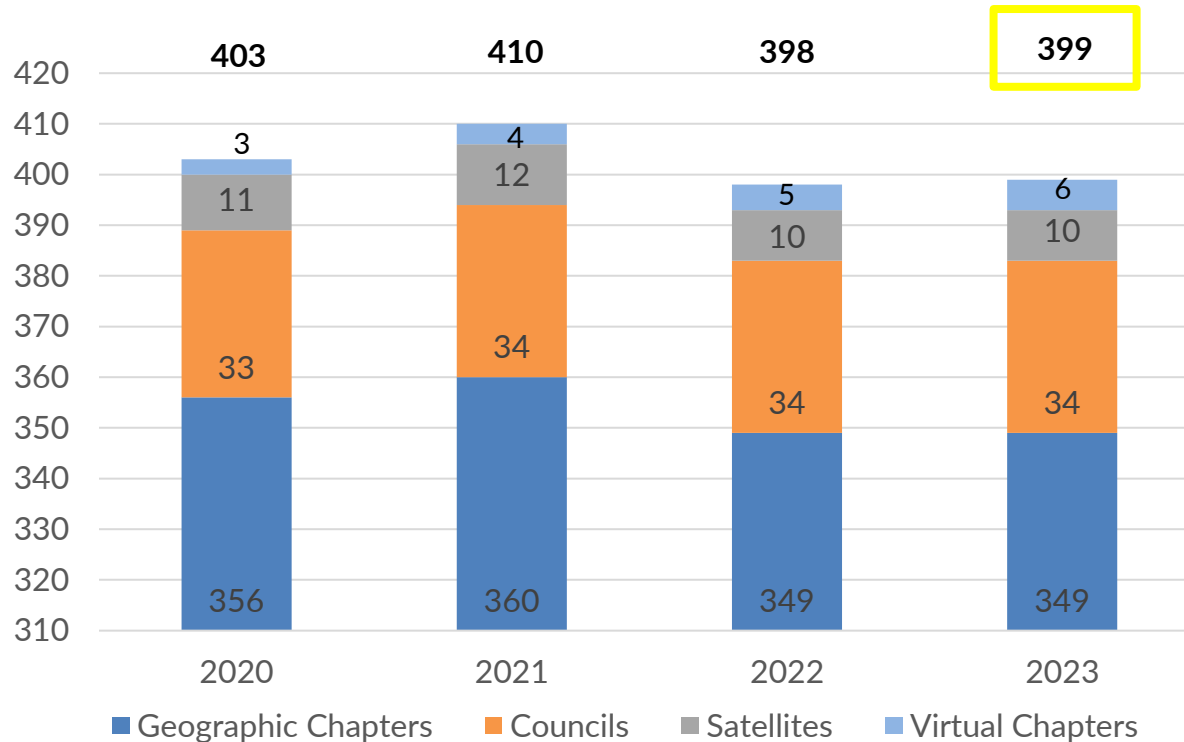
West
Location TBD
November 17-18
AZ, CO, NM, NV, UT, WY

2023 Roundtable Schedule

January 26 Generational Recruiting	February 23 Chapter Communications	March 30 Advocacy	* April 20 Marketing
May 25 Awards	June 29 TBD	July 27 Chapter Assessments	August 31 Finance and Benefits
September 28 Legal Topics	Oct 26 Community Outreach	November 30 Recruiting & Retention	December 28 2023 review 2024 preview

Last Thursday of each month (*exception), at 7:00 pm ET

Number of Councils and Chapters



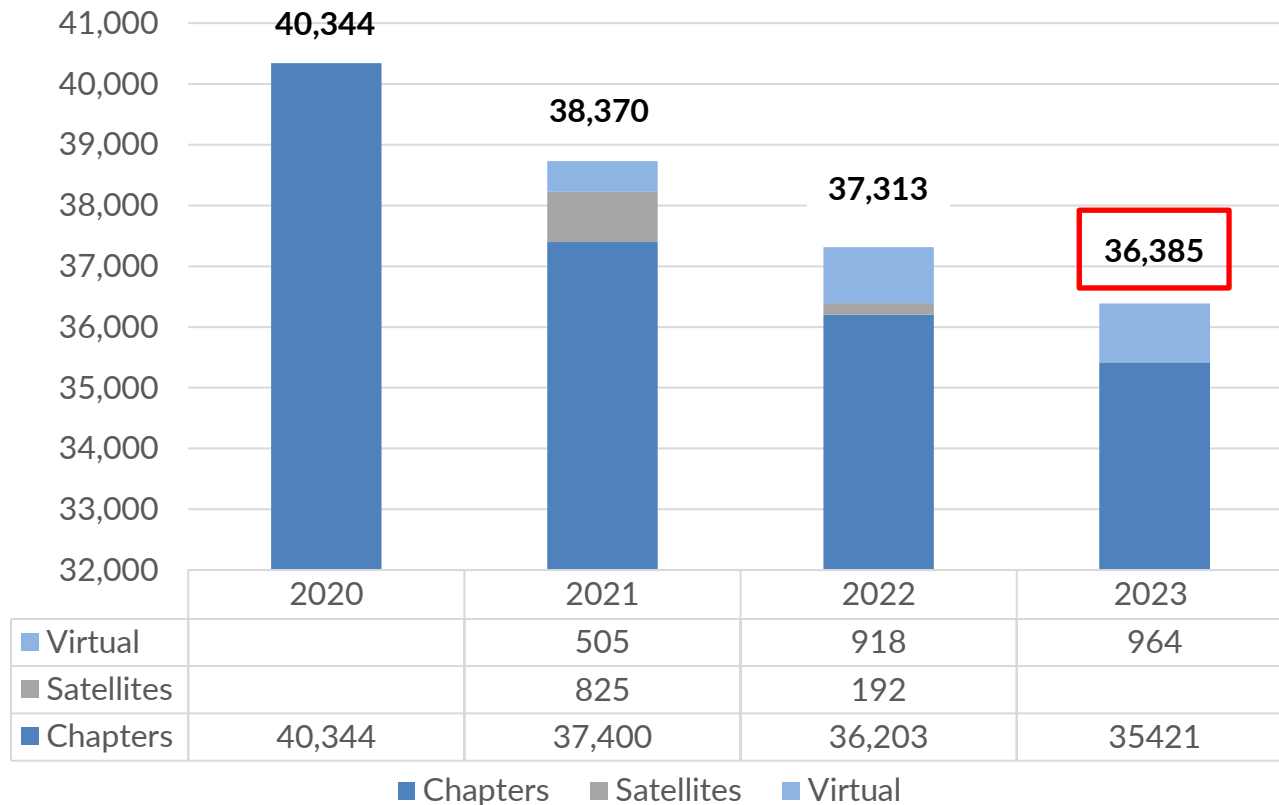
Three-year trend

Green: stable/growth

Yellow: loss of 1-5

Red: loss of >5

Number of Chapter Members



Note: Data was not available by affiliate type for 2019 and 2020. For 2023 satellite members included in chapter number

Three-year trend

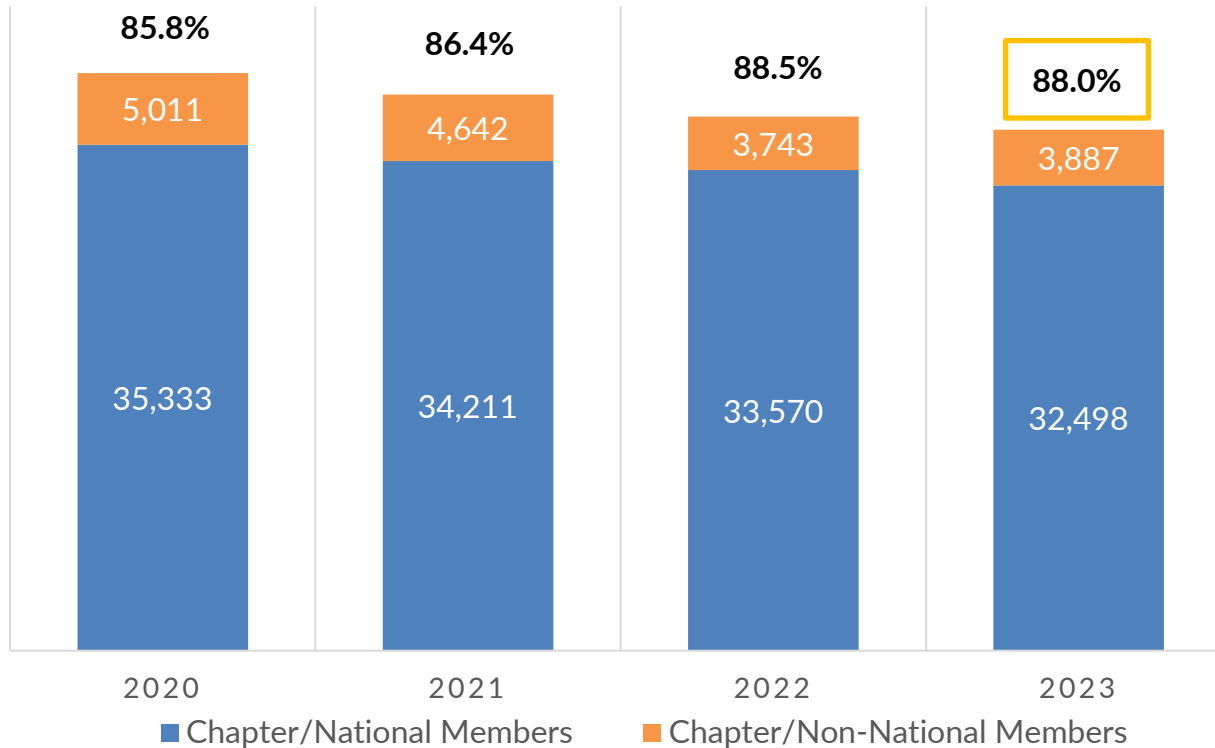
Green: Stable/growth

Yellow: Loss of 100-500

Red: Loss of >500

National Membership

Among Chapter Members



Three-year trend

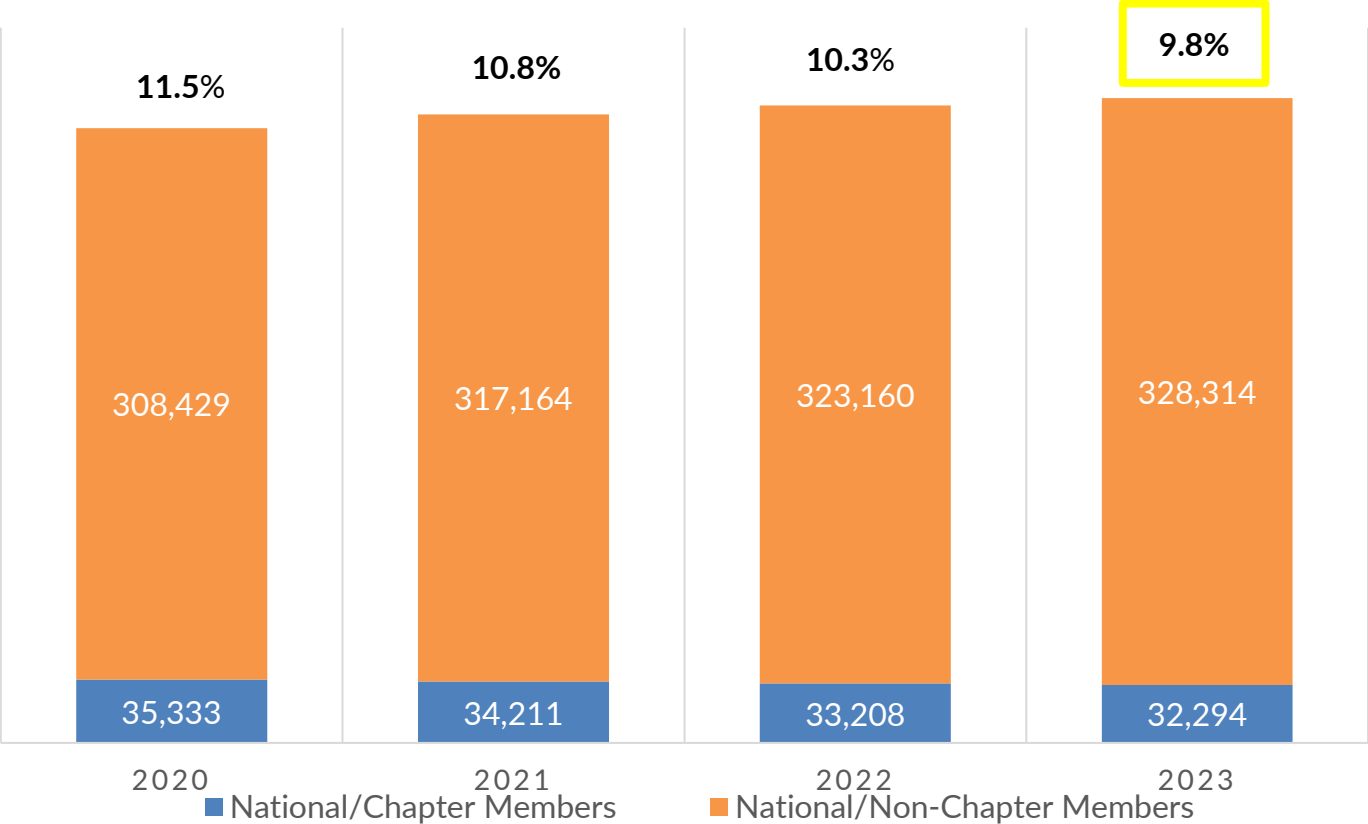
Green: > 90%

Yellow: 80%-90%

Red: < 80%

Chapter Membership

Among National Members



Three-year trend

- Green: growth
- Yellow: stable (10% variance)
- Red: decrease of >10%



Program Updates

- Communications Awards
- Comms Staff Change
- Levels of Excellence Awards
- Awards Hardware
- Legislative and Surviving Spouse Liaison Awards
- Community Outreach Chapter Grants
- E-blasts and Post Cards
- California Email
- Florida Email

Information Sharing

- Association Management System Update
- Committee Module Enhancements
 - More Requested Data Fields
 - Near Real Time (NRT) Date Range Increase
 - Chapter Roster and NRT Match
- Expanded Member Data Sharing
 - Upon Request to Councils for Non-Commercial Use
 - Opt-in Joins Prior to Oct 2018
 - Restrictions and Safeguards

Council Effectiveness

- Leadership Continuity
- National Stipends
- National Chapter Effectiveness Program
 - LOE input
- Authority wrt Member Chapters
- Responsibility to Member Chapters

Chapter Effectiveness

Legislative
Advocacy

Impactful
Community Service

Membership
Growth

Chapter Health
Recruiting and Retention

Discussion and Feedback

