

VCOC GOALS AND OBJECTIVES - 2010

I. GOALS

- A. IMPROVE LEGISLATIVE EFFECTIVENESS - NATIONAL AND STATE**
- B. IMPROVE RECRUITING – MEMBERS AND LEADERS**
- C. IMPROVE PUBLIC AFFAIRS**
- D. IMPROVE THE VITALITY AND EXCELLENCE OF CHAPTERS**

II. OBJECTIVES

LEGISLATIVE:

1. Increase grass roots support at national/state level. (“Grass roots support” means the number of people who contact their legislators).
2. Increase chapter legislative team members to at least 3 per chapter.
3. All Legislative liaisons meet with each Virginia US Senator or Representative at least once each year to discuss VCOC and MOAA national legislative objectives.
4. Every Chapter meet with all state senators/delegates from their area prior to start of the General Assembly.
5. Increase attendance at Storming of Hill and Congressional luncheon by 10% with representation from every chapter
6. Use a VCOC alert system for state objectives during the General Assembly with a “counter” to show strength of grass roots support.
7. Send VCOC National Objectives to Hqs MOAA (Adm. Ryan) as “consolidated input” per the new Council/Chapter guide.

RECRUITING:

1. Grow each chapter by 10 new chapter members per year who are retained
2. Win the “Night Out With MOAA” for 2010.
3. Improve recruiting for leadership positions in chapters. Each chapter president has a pre-determined successor.
4. Increase Gold Bar program to include all participating Virginia colleges with an ROTC program..

PUBLIC AFFAIRS:

1. Expand the Public Affairs Committee with representatives from every chapter. Every chapter has an appointed public affairs officer.
2. Expand the publicity campaign with articles in “local” papers and base papers.
3. Chapters publish at least one news story in a local paper each year.
4. Persuade newspaper reporters to attend: a) Storming of Hill in Richmond and b) Congressional Luncheon. Assist reporter to write articles.

CHAPTER VITALITY AND LEVELS OF EXCELLENCE:

1. All chapters do a Self Evaluation at least annually.(App. O, Council/Chapters Policy & Procedures Guide)
2. Improve attendance at VCOC quarterly meetings. Every chapter represented at every meeting.
3. Increase the number of 5 Star Chapters from 7 to 10 for 2010.