

MOAA NC Council of Chapters
DRAFT Scorecard 25 January 2013

Mission: MOAA Chapters in North Carolina come together as the North Carolina Council of Chapters (NCCOC) for mutual promotion, coordination and support for military officers and their families at every stage of life and career. NCCOC is a powerful force in speaking for a strong national defense and representing the interests of military officers and their families with the NC Legislature, local communities and national MOAA programs.

Customers and Stakeholders	Resources
<p>Council level → Chapters/Members Chapter → Members/unaffiliated Stakeholders → National MOAA, Legislators, Media, Future generations (pipeline, JROTC, ROTC) What do your customers want? Survey of customers' needs/wants Best Newcomers Club Capture who and what we're about Understanding demographics of your chapter Focused support, caring community <u>Measures</u></p>	<p>Membership Provides financial support for chapters, NCCOC; dues Provides One Powerful Voice (legislature) Makes impact locally, future 2013 chapter recruiting Recruiting and retention Use of technology <u>Measures</u></p>
Internal Processes and Systems	Learning and Growth
<p>Management, standardized approaches and documents, effective and efficient NCCOC provides support to chapters Maximize communications Recruiting and retention programs Use of Technology <u>Measures</u> Archive of best practices Define topics; bylaws, fund raising, programs/speakers, affiliated membership criteria Capture/identify current systems, prioritize that need work, assign resources, use SWOT analysis Evaluate the purpose of management reports Capitalize on the sharing of information</p>	<p>Grow leaders in the MOAA role in the Chapter and Council, in MOAA and the community Succession planning and transition Members; MOAA, State, understanding community needs to build a better community Capitalize on internal resources; develop an expert pool, speakers bureau, link to technology Use electronic meeting, e.g., new president training Use of technology <u>Measures</u> Establish a curriculum, agenda Monthly teleconferences, score card driven for administrative agenda; financials, rosters, reports, specific goals and objectives reporting Establish Mentor/mentee roles for new officers</p>