


# May, 2014 NCCOC "Boot Camp" Durham

## Balanced Scorecard

CAPT David Lee, COL Jeri Graham

Customers and Stakeholders	Resources
<p>Customers are active duty, retired and ex-officers. MOAA can amplify their voice. Stakeholders include National MOAA, Legislators, media, future generations (pipeline, JROTC, ROTC)</p> <p><u>Key Elements:</u> NCCOC will support Chapters in meeting the needs of its members in order to retain, energize and involve them.</p> <p><u>Objectives:</u> Identify via a survey, the needs of customers Develop actions from the survey Promote community outreach efforts for each chapter. All Chapters develop goals and objectives (BSC format)</p> <p><u>Measures:</u> Developing needs survey for Chapter members (suggest this be standardized for Council wide use) Develop demographics survey tool to be used by all chapters Develop report from National MOAA on legislative contacts from NC MOAA members Chapters all highlight who and what we're about on their website and publications.</p>	<p>Resources that enable to realize Mission and Strategy are the members of MOAA that allow for a strong voice. The dues from these MOAA member allow for funds to promote actions for NCCOC and Chapters</p> <p><u>Key Elements:</u> NCCOC will work toward increasing membership in all Chapters, supporting MOAAs membership chapter recruiting plans. Members generate revenue and strength in meeting NCCOCs and MOAA goals. Membership provides financial support for chapters, NCCOC; dues, One Powerful Voice (legislature) and makes impact locally, to improve the health and future of MOAA. Improve the capability of chapter leadership.</p> <p><u>Objectives:</u> Meet goals of MOAA 2013 chapter recruiting Implement NCCOC Recruiting and retention Meet the informational needs of Chapters Use technology to enhance efficiency</p> <p><u>Measures:</u> Progress on implementing 2013 Chapter recruiting plan. Budgetary review of costs involved in printing materials for Council meetings Develop budget for quarterly vs 3 times/year Council meetings. Develop budget and plan for annual state wide education and collaboration meeting. Develop budget and plan for monthly teleconferences between on-site meetings.</p>
Internal Processes and Systems	Learning and Growth
<p><u>Key Elements:</u> NCCOC provides support to chapters through management, standardized approaches and documentation making NCCOC and Chapters more effective and efficient.</p> <p><u>Objectives:</u> Improve communications with all Stakeholders (NCCOC, Chapters, MOAA, NC MOAA Members). Provide leveraged resources and talent Evaluate current processes and systems, identify needs. Use of Technology</p> <p><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><u>Key Elements:</u> NCCOC must grow leaders in the MOAA role in the Chapter and Council, in MOAA and the community, be effective in succession planning and transition and understand community needs to build a better community</p> <p><u>Objectives:</u> Meet the educational needs of Chapters Capitalize on internal resources; develop an expert pool, speakers bureau, link to technology Use electronic meeting, e.g., new president training Use of technology</p> <p><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>



### Customers and Stakeholders

Customers are active duty, retired and ex-officers. MOAA can amplify their voice. Stakeholders include National MOA, legislators, media, future generations (pipeline; JROTC, ROTC)

#### Key Elements:

NCCOC will support Chapters in meeting the needs of its members in order to retain, energize and involve them.

#### Objectives:

- Identify via a survey, the need of the customers
- Develop actions from the survey
- Promote community outreach efforts for each Chapter
- Chapters develop Goals and Objectives (BSC format)

#### Measures:

- Develop a Needs Survey for Chapter Members (standardized)
- Develop demographic Survey tool for all Chapters
- Develop report on Legislative contacts from NCCOC members
- Chapters all highlight who and what we are on web sites and publications

Status:

Survey tool identified

Legislative contacts assigned

**RED**

Notes:

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**Resources**

Resources that enable Mission and Strategy realization are members of MOAA that allow for a strong voice. The dues from these MOAA members allow for funds to promote actions for NCCOC and Chapters

Key Elements:

NCCOC will work toward increasing membership in all Chapters, supporting MOAAs membership chapter recruiting plans. Members generate revenue and strength in meeting NCCOC; dues, One Powerful Voice, (legislature) and makes impact locally to improve the health and future of MOAA. Improve the capability of Chapter leadership.

Objectives:

Meet goals of MOAA 2013 recruiting  
Implement NCCOC Recruiting and Retention  
Meet the information needs of the Chapters  
Use technology to enhance efficiency

Measures:

Progress on implementing 2013 Chapter Recruiting Plan  
Budgetary Review of costs involved in printing materials for Council Meetings  
Develop budget for quarterly vs 3 times a year Council Meetings  
Develop budget and plan for annual state wide education and collaboration meeting  
Develop budget and plan for monthly teleconferences between on-site meetings

Status:

Chapter Recruiting Plan implemented  
Conference calls in place between meetings  
Meeting documents distributed electronically

## GREEN

Notes:

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## Internal Processes and Systems

### Key Elements:

NCCOC provides support to Chapters through management, standardized approaches and documentation, making NCCOC and Chapters more effective and efficient.

### Objectives:

Improve communication with all stakeholders (NCCOC, Chapters, MOAA, NC MOAA members)

Provide leveraged resources and talent

Evaluate current processes and systems and identify needs

Use of technology

### Measures:

Archive of best practices;

define topics; by-laws, fund raising, programs/speakers, affiliated membership criteria

Capture/identify current systems, prioritize that that need work, assign resources, use SWOT analysis

Evaluate the propose of management reports

Capitalize on the sharing of information

### Status:

Boot camp training held May 2014

Conference calls for all NCCOC and Chapter leaders

## YELLOW

Notes:

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## Learning and Growth

### Key Elements:

NCCOC must grow leaders in the MOAA role in the Chapter and Council, in MOMAA and the community, be effective in succession planning and transition and understand community needs to build a better community

### Objectives:

Meet the educational needs of Chapters

Capitalize on internal resources; develop an expert pool, speakers bureau, link to technology

Use electronic meeting, e.g., new president training

Use of technology

### Measures:

Establish a curriculum agenda

Monthly teleconferences, score card driven for admin agenda; financials, rosters, reports, specific goals and objectives reporting

Establish mentor/mentee roles for new officers

### Status:

Boot camp training held May 2014

Conference calls for all NCCOC and Chapter leaders

**YELLOW**

## Simplified Chapter Goals

1. Increase membership by 10% per year
2. Increase MOAA Membership
3. Implement MOAA Membership program
4. Submit for 4/5 Star Chapter
5. Expand Community Service, Outreach
6. Publish Bi-Monthly Newsletter
7. Get local newspaper coverage 2X per year
8. Attend all NCCOC meetings

### Notes:

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