



**USAWOA**  
**Past Presidents Council (PPC)**  
**Project Title: USAWOA Leadership**  
**Membership Recruiting and Retention**  
**Questions**  
1/21/2021 6:01:00 AM

## OVERVIEW

### 1. Project Background and Description

The President has requested that we look at ways to improve recruiting and retention of the current membership program. Membership is declining even though WO population is growing. A review needs to be conducted to review the current membership program in-depth and develop recommended solutions.

### 2. Concept of Operations

#### Background Review

1. Speak to National officials about last five (5) years of recruiting and retention programs.

Official	Interview Date	Contact Num.	Completed
Greg Gouty	11/6/2020		Yes
Pete Hill	11/6/2020		Yes
Frank Meeks	11/10/2020	(252) 258-5330	Yes
Michael Brent	11/16/2020		Yes
Joachim J. Consiglio	11/25/2020	(703) 695-0104	Yes
Bill Alcorn - V	11/25/2020	(256) 653-6480	Yes
Marv Peters	11/25/2020		Yes
Jack Du Teil	12/9/2020	(703) 742-7727	Yes
Michael D. Dye	12/10/2020	(410) 312-8804	Yes
Misty Whetung - VI	12/10/2020	(732) 770-0029	Yes
James (Jim) White	12/11/2020	(585) 216-7237	Yes
Harry Wilson - II	12/11/2020		Yes
Phyllis Wilson	12/11/2020		Yes

Craig L. McKinney - I			
Phil Tackett - III			
Adam Wright - IV		(254) 423-1372	

2. Get five years of membership data from NHQ - Ms. Theresa Casteel
3. Review other “Best Practices” from other associations.
4. Review Current Infostructure of Association.
5. Develop “Strawman” of new Recruiting and Retention Program.
6. Present “Strawman” to PPC for Approval.
7. Present PPC Proposal to EXCOM for approval.
8. Present PPC Proposal to BOD for approval.

### 3. Leadership Questions

1. Who do you feel is responsible for the USAWOA Membership Program?
2. Do you feel the USAWOA Membership Program is effective?  
Yes / No
3. Is the association providing members with beneficial membership benefits?  
Yes / No
4. If so, what are they?
5. What do you think is needed to make the USAWOA Membership Program more effective?
6. Should the association conduct a membership satisfaction survey?  
Yes / No
7. *Should the association spend money to develop a better membership program?*  
Yes / No
8. Is there anything else I should know or investigate?

*See Interview reports for interviews conducted.*

#### **4. Project Scope**

All members, National Headquarters, Regions and Chapters.

#### **5. High-Level Requirements**

Design a membership program to attract and retain more warrant officers.

#### **6. Deliverables**

New USAWOA Membership Recruiting and Retention Program

#### **7. Affected Parties**

All members, National Headquarters staff, Regions and Chapters officers.

#### **8. Affected Business Processes or Systems**

USAWOA Bi-Laws and USWOA Operations Manual

#### **9. Specific Exclusions from Scope**

None

#### **10. Implementation Plan**

See USAWOA Enhanced Membership Program Presentation

#### **11. High-Level Timeline/Schedule**

TBD

# APPROVAL AND AUTHORITY TO PROCEED

We approve the project as described above, and authorize the team to proceed.

Name	Title	Date
	BOD	
	EXCOM	
	PPC	

Approved By \_\_\_\_\_ Date \_\_\_\_\_ Approved By \_\_\_\_\_ Date \_\_\_\_\_