



AFCEA
CHAPTER
OFFICERS

**BOOT
CAMP**

2019 AFCEA Chapter Officers Boot Camp

Friday, December 6, 2019 | 11 am EST

- Our annual virtual Boot Camp is an excellent opportunity to learn more about what AFCEA International offers the chapters in the way of resources and information
- It is invaluable for both new and existing chapter officers, as in addition to explaining available resources, we focus in-depth on a different topic each year, followed by a question and answer session
- Boot Camp is intended to complement the face-to-face business meetings we hold at our WEST event in San Diego each winter and TechNet Cyber show in Baltimore each spring, allowing our in-person meetings to be more interactive

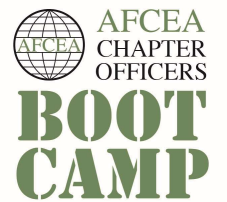


What is Boot Camp?

Tina Jordan: Vice President, Membership



AFCEA Overview



- Membership Growth
- Strong Engagement with Military and Government
- Secure Financial Situation



Review of 2019

Tina Jordan: Vice President, Membership

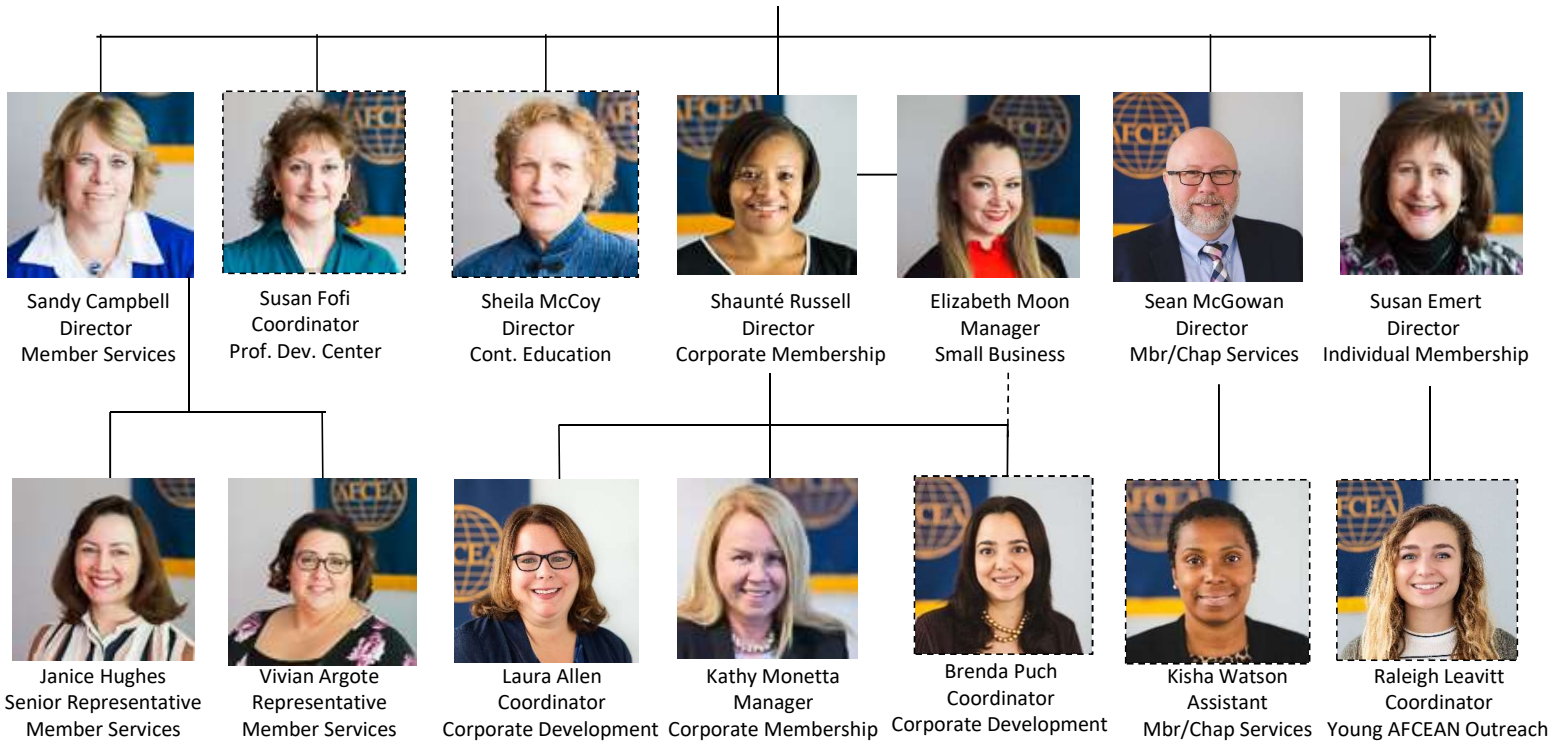
- Women's Event – Summer of 2020
- Membership Growth at the Chapter Level
- Enhanced Focus on Academia



Membership Team



Tina Jordan
Vice President
Membership





Boot Camp Overview?



Boot Camp Overview!

Chapter Officer Boot Camp



What Is AFCEA Chapter Officers Boot Camp?

Our annual virtual Boot Camp is an excellent opportunity to learn more about what AFCEA International offers its chapters in the way of resources and information, and to discover some best practices initiated by chapters. It is invaluable for both new and existing chapter officers, as in addition to explaining available resources, we focus in-depth on a different topic each year, followed by a question and answer session.

Our virtual Boot Camp is intended to complement the face-to-face business meetings we hold at our WEST event in San Diego each winter and TechNet Cyber show in Baltimore each spring.

Now that Boot Camp is in a virtual format, AFCEA chapter officers from around the globe can participate in the two hour event. We will be providing an overview of AFCEA followed by a round table discussion on membership, with the opportunity of self-directed training at your convenience after the event.

This is essential viewing if you haven't participated before - and strongly recommended if you have!

Friday, December 6, 2019 at 11:00am - 1:00 pm Eastern
Register today at <https://url.afcea.org/AFCEABootCamp2019Reg!>

Resource Materials

Videos



Chapter Officer Tools



Taxes and Finances



Presentations:



Chapter Financial Handbook



Chapter Code of Ethics





Region and Chapter Officers

- You're a new Chapter Officer...Now What?
- mcs@afcea.org allows you to connect with the entire Member and Chapter Services team. Whenever you have questions, we are here to help!
- You can also reach us at 1-703-631-6100, 8:30 am – 5:00 pm Eastern Monday through Friday
- You are not alone! Your Regional Vice President and the staff here at HQ are here to support you
- What do you need to do and when do you need to do it?
 - Full list of Chapter Suspense Dates posted on Boot Camp page and in the Chapter Officer Tools
- Chapter Officer Tools
 - Custom built resources and tools for Chapter Officers
 - Detailed training video on Chapter Tools posted to the Boot Camp page
 - Keep your chapter officers list updated on the portal
 - Ensure all your officers are current AFCEA members
- Branding



What Do You Need to Know?

Sean McGowan: Director, Member & Chapter Services

- Chapter Taxes and Finances are the HIGHEST priority
- Resources available to you
 - Chapter Taxes and Finances Handbook
 - Chapter Training video
 - AFCEA International's Chief Financial Officer



FINANCE AND ACCOUNTING

POLICIES AND PROCEDURES
HANDBOOK

Issued June 2017

Taxes and Finances

Sean McGowan: Director, Member & Chapter Services

- The General Data Protection Regulation (GDPR) is a regulation set forth by the European Parliament establishing a new standard for consumer rights regarding their data
- While this regulation is specific to the EU, it does apply to any EU related members, vendors, speakers, etc. that you are collecting data on or marketing to
- As an enterprise, it is important that we adhere to these regulations so that we're all fully protected
- GDPR whitepaper explains regulation and how to comply

General Data Protection Regulation

GDPR

Sean McGowan: Director, Member & Chapter Services

- AFCEA International Ethics Code
 - Available on Boot Camp page
- As part of the Annual Report, Chapter Presidents are asked to read and acknowledge compliance with the Code and also ensure that they have communicated this policy to all chapter officers
- A code of ethics or statement of policy cannot define appropriate moral conduct for every situation that a member of the Board of Directors, Regional Vice President, Chapter Officer, Chapter Volunteer, or staff member might confront
- Each individual involved in AFCEA or its Chapters in any capacity is charged with a special trust by AFCEA International to make carefully considered moral and ethical decisions



Ethics

Sean McGowan: Director, Member & Chapter Services

- “What is this Annual Report you mentioned?”
- Keep Calm! The report is not difficult to complete
- It is a requirement for ALL chapters though
- Selection of Chapter Delegates
- Training Webinar to Help
- Due every year in March



**KEEP CALM
IT'S
ANNUAL REPORT
TIME**

Annual Reports

Sean McGowan: Director, Member & Chapter Services

- Gain visibility for your events
- Help us help you!
- All chapter events must appear on the Annual Report
 - Submit as soon as you have a date set to maximize marketing opportunities
- Help to de-conflict with other AFCEA events
 - Conflicts negatively impact attendance, government/military engagement, and industry participation
- The online calendar shows the breadth and depth of AFCEA
- It enables travelling members to view and attend AFCEA events taking place at their destination



Submitting Chapter Events to the Calendar

Sean McGowan: Director, Member & Chapter Services

- Let us help you!
- Free web hosting
- Full chapter website templates available
- Continuity during leadership changes
- Support from our CIO and IT staff



Welcome

Welcome to Hampton Roads! Our region hosts seven major defense Headquarters Commands and major operating bases supporting more than 100,000 active duty Army, Navy, Marine Corps, Air Force, and Coast Guard personnel making it the home of one of the largest collections of military commar military combin importa



Chapter Susta
to become a chapte
please visit the

Chapter Web Hosting and IT Support

The AFCEA
U.S. Fleet
Comma
Oceana
USCG Fifth Coast Guard District, Military Sealift Command, and Hampton Roads Naval Reserve Officer Training Corps.

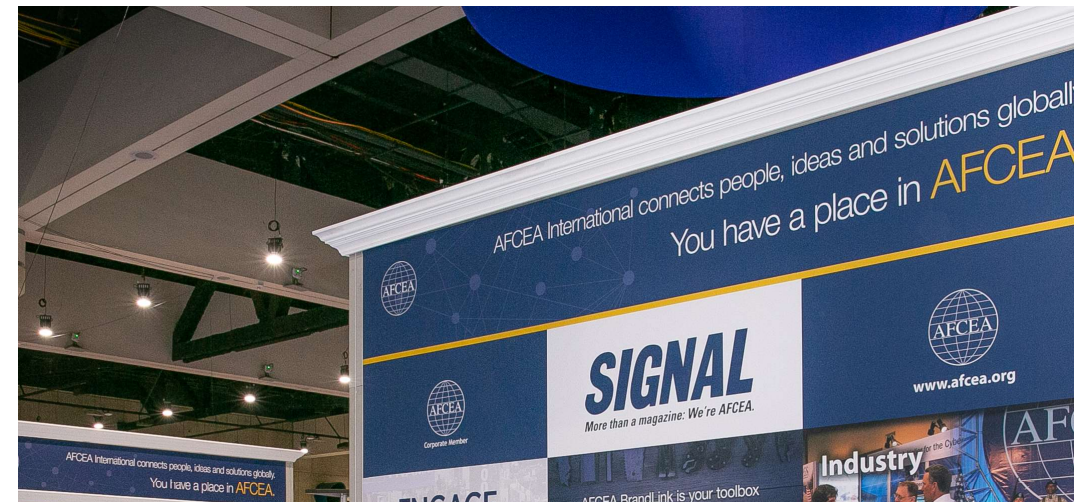
Sean McGowan: Director, Member & Chapter Services

The AFCEA Hampton Roads Chapter meets monthly to offer an opportunity for networking and an exchange of information and ideas in an open, ethical environment that fosters close cooperation and understanding between the military, civil service, and industry. Our meetings and activities are open to members and non-members alike. Please browse this website for more information. Thanks for visiting!



Chapter Membership Growth

- AFCEA is a Member-Based Association
 - We hold events to fulfil our mission of bringing together military/government, industry and academia in an ethical forum
- Providing Value to our Members is the Focus
- There are two equally important key strategies to membership growth
 - Recruiting
 - Retention
- Leverage tools and resources available
 - Chapter Tools
 - Best Practices
 - Chapter event support
- Member-only value and content



Where to Start?

Sean McGowan: Director, Member & Chapter Services





Individual Membership

Sean McGowan: Director, Member & Chapter Services

Susan Emert: Director, Individual Membership

- Promote Membership from the Podium
- Membership Table at All Events
- Laptop and Volunteer at Membership Table
 - Recruit New Members On the Spot
- Express Join Application
- Member vs. Non-Member Registration Fees
 - Enhance the Value Proposition
- Member-Only Events
- Contact AFCEA HQ
 - Discuss Recruiting Strategies with MCS Staff
 - Request Membership Brochures, etc. to Assist With Recruiting Efforts



Individual Member Recruiting

Sean McGowan: Director, Member & Chapter Services

- Easier to Retain an Existing Member Than to Recruit a New One!
- First Step in Retention – Outreach to New Members
- Follow Up to the “Your Membership” emails sent from HQ
 - Five months into a new member’s first year
- Chapter Officer Tools
 - Identify a chapter officer responsible for member retention
 - Reach out to expiring members
 - List of members eligible to renew/recently expired
 - Focus on Individual Members – Corporate Membership team is actively working with company POCs for corporate member retention



Individual Member Retention

Susan Emert: Director, Individual Membership

- Value Proposition is much different than for industry
- Focus on building a professional network to assist with transition to private sector
- Volunteer/leadership skills development
- Work with AFCEA HQ to offer Continuing Education content at chapter events
 - Documentation of attendance is a member-only benefit
 - Marketing ahead of time helps with event attendance
- Maintain relationships with Government/Military leaders in your area



Government/Military Members

Sean McGowan: Director, Member & Chapter Services

- Discounted \$15 annual rate
 - full-time students not receiving a salary
- Enhanced focus on academia across all of AFCEA
- JROTC and ROTC programs
- Service academies
- Military Communications and Intelligence schools



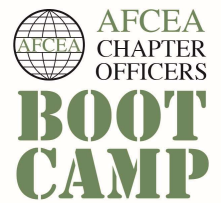
Student Members

Susan Emert: Director, Individual Membership



Women in AFCEA

Susan Emert: Director, Individual Membership



- Founded by Women Subcommittee in 2013
 - Monthly conference calls organized by Headquarters
 - <http://women.afcea.org>
- Annual Women's Appreciation Event at WEST
- Annual Women's Appreciation Awards
 - Presented at the WEST event
- Women in Cyber Panels held each year since 2016
 - TechNet Cyber
 - TechNet Augusta
 - TechNet Indo-Pacific
 - Technical panels offering continuing education credits
- Regional Women in the Workforce event
 - Newest offering in 2020
 - Aimed at early- to mid-career level women



Women in AFCEA

Susan Emert: Director, Individual Membership

- Recruited 25 Women Outreach Leaders at chapters in the U.S. and Europe
 - Replicating events and initiatives at the local level
 - Quarterly conference calls with chapter presidents
- Working with women-focused groups at chapters
 - Women in NOVA (WIN)
 - CMD's Women in Intelligence Group (WIIG)

- Number of women members is rising slowly and at slightly higher rates ...
 - 19% in 2019
 - 17% in 2016
 - 16% in 2013



Making a difference

Susan Emert: Director, Individual Membership

Women in AFCEA

- Sell your chapter events to women members!
 - Encourage current women members to bring a friend
 - Provide an opportunity to network with other women in similar career fields
- AFCEA involvement offers the opportunity to mentor future women academic/military/industry leaders
- Provide a path to further educate our nation's women by supporting the AFCEA Educational Foundation's scholarship programs at the chapter level
- Engage women as chapter officers
- Recruit them as a speaker/panelist at chapter events
- Nominate them for a Women's Appreciation Award
- Identify a Women Outreach Leader at your chapter
 - Ensure the position includes a seat on the chapter board
 - Brings diversity of thought on all chapter issues not just those related to women
 - Have the Chapter President attend the quarterly calls



Recruiting and Retention

Susan Emert: Director, Individual Membership

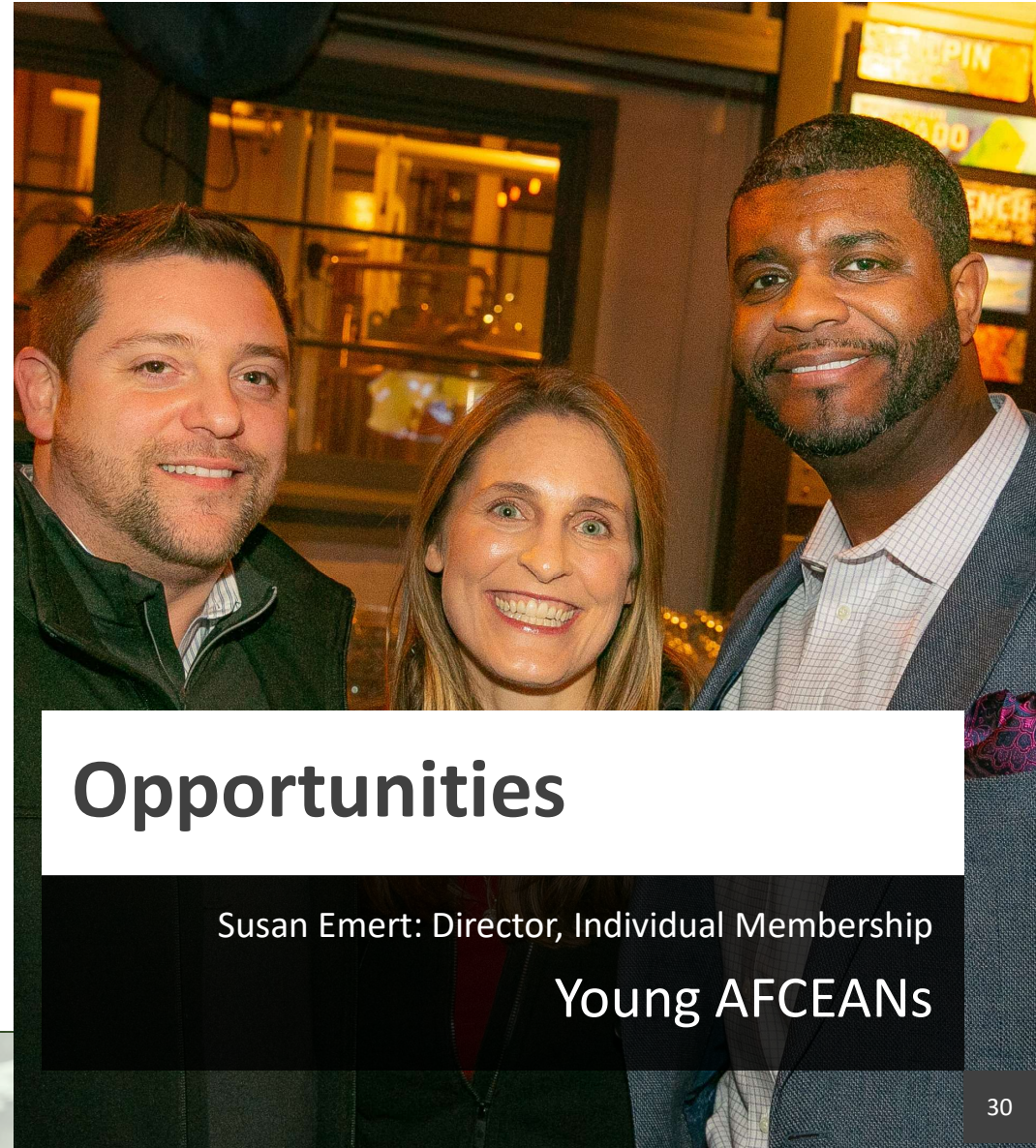
Women in AFCEA



Young AFCEANS

Susan Emert: Director, Individual Membership

- Networking
 - Our #1 benefit is what young professionals need
 - All chapter events provide networking opportunities
 - Gives access to senior members of our community
 - Military/government, industry, academia
- Mentorship
 - AFCEA has a plethora of senior leaders enthusiastic to share their experience with emerging professionals
 - Provide structured chapter mentoring event/program
- Leadership
 - Within the chapter or at HQ level
- Professional Development
 - Continuing education credits provided at HQ events
 - Work with HQ to offer them at chapter events
- Social interaction
 - Have fun with like-minded professionals
 - Even better when it benefits a charitable cause



Opportunities

Susan Emert: Director, Individual Membership
Young AFCEANs

- Help current chapter young professionals recruit their friends and colleagues
 - Hold regular networking events
 - Invite senior chapter board and committee members
 - Invite senior members of the community to network
- Find out what the individual is interested in and tell them how your chapter fits their interests
 - Seen a shift from social activities to philanthropic interests to a desire to improve their professional acumen via connections and business intelligence
- Tell your own story of how AFCEA has benefited you both personally and professionally
 - Several recent examples of member experiences on LinkedIn
- Explain how they can be involved now
- Connect them immediately with the appropriate chapter volunteers



Recruiting our future

Susan Emert: Director, Individual Membership
Young AFCEANs

- Provide leadership opportunities
 - Nominate them for a Vice President or Committee Chair position on the Young AFCEAN Advisory Council (YAAC)
 - Work with your Regional Vice President (RVP) to determine suitability as a Regional Young AFCEAN
 - Nominate them for a chapter officer position
 - Not limited to chapter Young AFCEAN Vice President
 - Nominate them for a HQ committee position
 - Young AFCEAN representatives needed on most committees
 - Introduce speakers at the podium
- Nominate them for member-only awards
 - Local chapter award if offered
 - HQ Distinguished Young AFCEAN Award based on AFCEA volunteerism
 - Two years of participation needed
 - HQ 40 Under 40 Award based on professional career
 - Great recruiting tool
- Organize and hold a variety of events consistently
 - Monthly Tech Talks
 - Quarterly Networking
- Be open to trying their ideas!



Ensuring our future

Susan Emert: Director, Individual Membership
Young AFCEANs

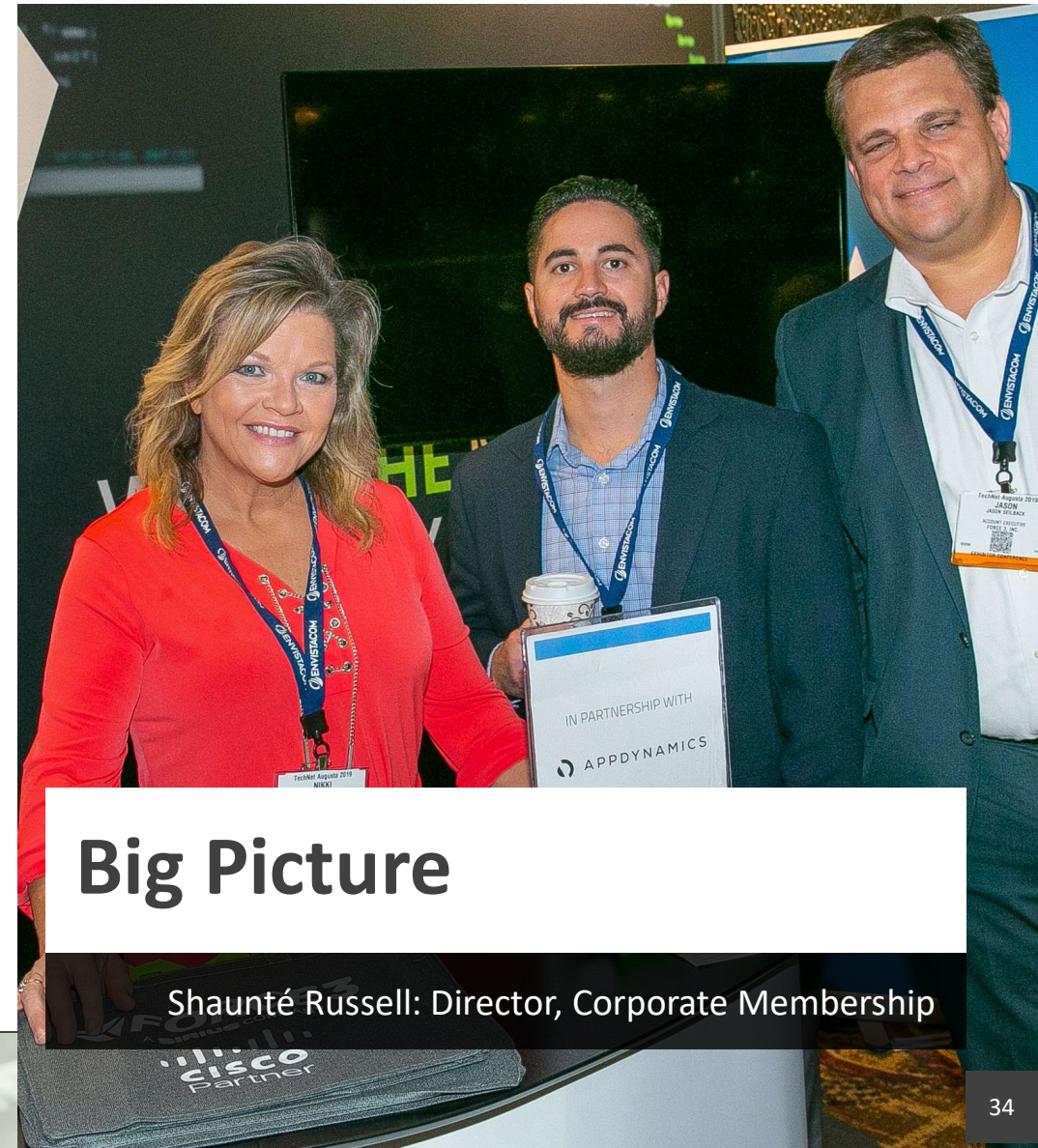


Corporate Membership

Shaunté Russell: Director, Corporate Membership



- Belong to an Association with a rich heritage and be a part of the legacy for the future
- Have a voice in the exchange of ideas and continuing advancement of thought leadership
- Participate in thought leadership positions at the international, national and chapter level, helping identify trends, find solutions and address member needs.



Big Picture

Shaunté Russell: Director, Corporate Membership

- Visibility Opportunities
- Online Corporate Directory Listing
 - Corporate Member Only
- New Corporate Member
 - Listed in SIGNAL Magazine
 - Sustainers listed monthly
 - Capability statement listed
 - Thought leadership opportunity
- Corporate Member Briefing
- Press Releases posted on website
- AFCEA Corporate Member logo



Resources

Shaunté Russell: Director, Corporate Membership

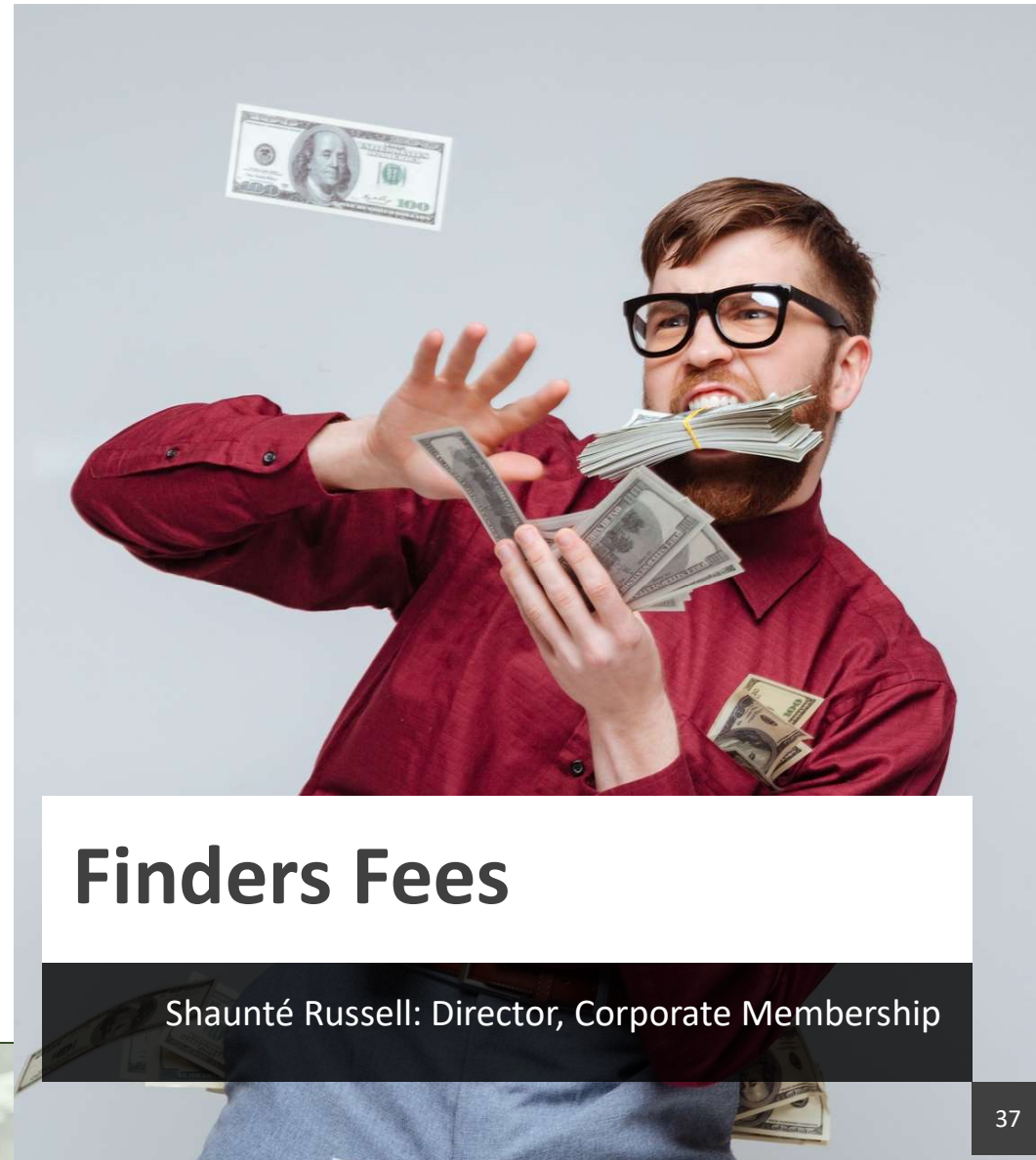
- Advertising discounts and priority positions in SIGNAL Magazine and on the AFCEA Website
- Exhibits, Sponsorships, and Registrations
 - Priority placement with exhibits
- Corporate member only events
- Complimentary associate memberships
- Affinity Partner Discounts



Discounts

Shaunté Russell: Director, Corporate Membership

- Chapters that recruit new corporate members may be eligible
- Amount dependent on membership level
- To take advantage, notify us via email
- Full details posted on Chapter Tools



Finders Fees

Shaunté Russell: Director, Corporate Membership

- AFCEA International corporate membership is independent of chapter sponsorships
 - Sponsors enjoy visibility during one chapter event
 - Members have visibility opportunities year-round at both the chapter and HQ level
- A company must be a member of AFCEA International to take advantage of corporate member benefits
- Member vs. non-member sponsorship pricing at the chapter level can be a great incentive for a company to join AFCEA International
- Remember Finder's Fees!



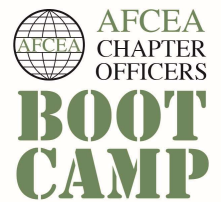
Membership? Sponsorship?

Shaunté Russell: Director, Corporate Membership



Small Business

Elizabeth Moon: Manager of Small Business



- 70% of AFCEA corporate members are small businesses
- Why Small Businesses NEED to be corporate members
 - Leverage the AFCEA Network
 - Visibility and recognition through AFCEA's Awards program
- Deeper Discounts for Small Business
 - Registrations, exhibits, sponsorships at International conferences and symposia



Small Business is BIG

Elizabeth Moon: Manager of Small Business

- Small Business Events
 - Procurement Series
 - AFCEA International Events
 - Chapter Events
 - More coming in FY20
- All Small Business events at the HQ level are exclusive to members only
 - No negative impact on attendance
 - Every event brings in new members
- Great way for chapters to increase membership and provide AFCEA value at the local level



Access to Primes and Government Decision makers

Elizabeth Moon: Manager of Small Business

- Small Business Committee
 - Sub-Committees include
 - Programs and Training
 - Awards
 - Outreach
 - Social Media
 - Membership
 - Innovation
 - Webinars
 - Mentor-Protégé



Influence AFCEA's Small Business Focus and Direction

Elizabeth Moon: Manager of Small Business

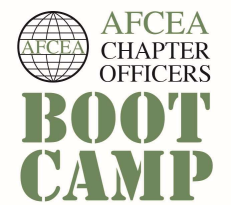


SIGNAL

More than a magazine: We're AFCEA.



Jennifer Deuterman: Director of Advertising & AFCEA BrandLink



- *SIGNAL* is your media group
 - We provide chapter marketing and editorial support at no cost
- Ways *SIGNAL* can help your chapter
 - **Print:** Chapters can place a 1/3-page ad in *SIGNAL* Magazine
 - These ads may run in up to three issues based on space availability
 - Chapters can create their own print advertisements, or they can e-mail the information to the Chapter News editor, and *SIGNAL*'s art director will design a print advertisement for the chapter
 - Deadline for print version is a minimum of two months prior to publication



SIGNAL Media

Jennifer Deuterman: Director of Advertising & AFCEA BrandLink

- **Online:** Chapters can place an online advertisement on the AFCEA Website (300px x 100px) for a period of up to one calendar month before the event
- Include your chapter's social media feed on the **Chapter News** site
- **AFCEA Weekly Digest Newsletter:** Chapters can submit event details to run in one issue of the AFCEA Digest one time for each event
 - Submit requests to Maryann Lawlor



SIGNAL Media

Jennifer Deuterman: Director of Advertising & AFCEA BrandLink

As the official media of AFCEA, *SIGNAL* also depends on chapter support to market our media products throughout the association

- How You Can Help
 - Promote *SIGNAL* in all marketing and email correspondence and on your web site
 - Promote *SIGNAL* prominently and more visibly than any third-party media partnerships you have
 - Distribute free bonus copies at all your events.
 - Make sure your Chapter Event and Promotional teams review and use the Chapter Event Marketing Tool Kit found under Chapter Tools on the AFCEA Portal



SIGNAL Media

Jennifer Deuterman: Director of Advertising & AFCEA BrandLink

Chapter News:

- *SIGNAL* has seen a decrease in Chapter News submissions
- In each issue of *SIGNAL*, Chapters are highlighted with their latest events and news
- There is a dedicated space on the *SIGNAL* website for chapter news to be showcased.
- Statistics:
 - Chapter News Homepage views YTD: 2,794
 - Chapter News pages (drop down list, news posts etc) page views YTD: 24,245
- Point of contact for Chapter News
 - Megan Lee mlee@afcea.org

Issue Archives Digital Edition Subscribe Chapter News Reprints Sample Digital Issue

Chapter News

g+ Twitter YouTube Pinterest Facebook Email

Make Admin Selection

AFCEA INTERNATIONAL
CHAPTER NEWS

VOIR CHAPTER

AFCEA BELVOIR CHAPTER
AFCEAN Networking Event

SIGNAL: Chapter News & Events

Megan Lee: Associate Editor/Chapter News Editor

LATEST NEWS
NEWS BY CHAPTER
SUBMIT NEWS
FAQ
RSS FEED

Search: Enter Keyword

Tweets from
https://twitter.com/AFCEA_IT/ch

Embed Chapter News
bsite

Join our Group
Follow us on Google+
Follow our Company
See our Flickr Photo

47

- What is AFCEA BrandLink?
 - BrandLink is a marketing resource to companies looking to tell their brand story across all of AFCEA
 - BrandLink allows AFCEA to have strategic conversations with members and potential members on how to invest their money in AFCEA
 - This is an opportunity to pull together *SIGNAL*, AFCEA HQ and Chapter event engagement



AFCEA BrandLink

Jennifer Deuterman: Director of Advertising & AFCEA BrandLink



- Write about the Digital Frontier as a theme
- Win monetary prizes: First place \$5,000; Second place \$2,000; Third place \$1,000.
- Submit your entry by February 3, 2020
- Visit the web site for full details:

<https://cyber.afcea.org/TheCyberEdgeWritingContest2020>

**DID YOU
KNOW?**

SIGNAL Updates

Jennifer Deuterman: Director of Advertising & AFCEA
BrandLink

Read, Use and Share AFCEA Content



- *SIGNAL* Online: *SIGNAL* is your association's magazine, website and e-newsletter



- The Cyber Edge: Dedicated to cyber news, The Cyber Edge is featured quarterly in *SIGNAL* and has a website and newsletter component.



- Thought Leadership Resources: *SIGNAL* offers a variety of virtual events and lead generation programs.



- Newsletters: *SIGNAL* has a variety of newsletters available.

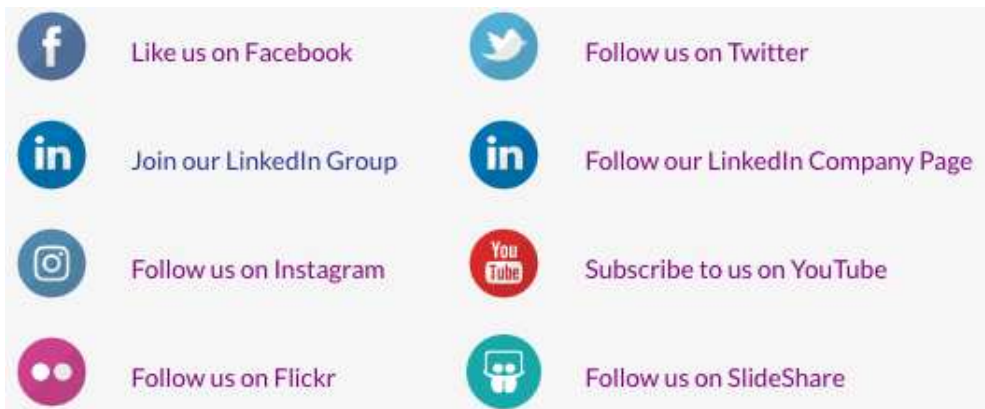
DID YOU KNOW?

SIGNAL Updates

Jennifer Deuterman: Director of Advertising & AFCEA BrandLink

Connect with AFCEA Social Media

- You'll find relevant content, important AFCEA updates and deadlines, inside scoops, networking opportunities and more. Be sure to send us a message or tag us in AFCEA-related posts so we can reply or repost. Connect to all AFCEA social channels at the following link:
- <https://www.afcea.org/site/connect/social-media>



**DID YOU
KNOW?**

SIGNAL Updates

Jennifer Deuterman: Director of Advertising & AFCEA
BrandLink



- AFCEA would not be able to do what we do without our volunteers!
- We appreciate your hard work and dedication to the mission of the association
- We are an association for professionals, but we hope that you find your volunteer role both rewarding and fun



Remember
to have
FUN.



Thank You