

SAME Enlisted Committee 2020 Strategic Plan

MISSION: The mission of the Enlisted Committee is to promote professional development for the Total Force enlisted community, oversee the integration of enlisted members throughout the spectrum of SAME operations; advocate and engage enlisted support of SAME's Strategic Plan through outreach, training, networking and recognition, and provide value added to enlisted members; mentor enlisted members, and voice & address concerns of enlisted service members.

1. Outcomes. The major outcomes of this plan to be achieved by JETC 2020:

a) Leverage communication channels to the fullest extent to communicate the value of SAME to all enlisted service members and generate active member engagement at Post, Regional, and National levels.

b) Establish the Enlisted Committee as the premier platform for SAME enlisted outreach efforts and secure recognition on the SAME National Board of Direction.

c) Build long term sustainment for the Enlisted Committee through leadership and mentoring programs aligned with the SAME National strategic plan.

d) Promote the inclusion of enlisted service members in SAME to establish a culture that is more attractive and engaging for enlisted service members.

2. GOALS.

1) Communication

- a. Objective 1, Value Brief: Develop a Value Brief proposition that targets uniformed service members and answers the question "What does SAME do for you?" and "What can you do for SAME?"
- b. Objective 2, Establish touch points: Identify POCs at engineering training school houses (technical training and AFIT) and supply them with the SAME Value Brief for students.
- c. Objective 3, Committee & Technical Training Schools as the Council Partnering: Establish POCs from the Enlisted Committee on other SAME Committees or Councils (STEM, YMC, CECL) to coordinate rather than duplicate efforts.
- d. Objective 4, Post Outreach: Discuss enlisted member engagement at Post Leaders Workshop.

2) Membership

- a. Objective 1, Member accountability: Partner with SAME National to organize reliable method to track enlisted membership.
- b. Objective 2, Active Engagement: Partner with SAME National to distribute "Welcome Letter" for all new enlisted members
- c. Objective 3, Growth: Increase membership to 1000 enlisted members by 2020 and match SAME National 5% growth per year goal beyond 2020.

3) Mentoring & Recognition

- a. Objective 1, Honor Grad program: Develop award program to recognize technical training school honor graduates with a SAME membership.
- b. Objective 2, STEM Camp Mentor: Promote active participation for enlisted members as STEM Camp mentors
- c. Objective 3, Sustainability: Develop a succession plan linking engagement to leadership growth opportunities to meet members' needs

4) Social Media Outreach

- a. Objective 1, Marketing: Publicize the outstanding contributions enlisted service members make to SAME on social media platforms (Facebook & LinkedIn)
- b. Objective 2, Outreach: Establish and develop social media connections between the SAME Enlisted Committee and the social media pages of military engineering organizations of all service branches.