

Inspired by the 2030 SAME Strategic Plan

...People

- ❑ *(Internal) Set a High Standard.* Demand exceptional communication across departments to increase overall awareness among staff members and enable their necessary interdependence to most effectively support the Society.
 - Have a common understanding of the “5-Ws” we are trying to Accomplish, inclusively Align, hold Accountable, and deliberately Anticipate.
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...Partnerships

- ❑ *(Multiplier) Reach Consensus Earlier.* Commit to establishing or resetting staff-and-volunteer relationships and interactions to nurture a more common understanding of how overall SAME projects, programs, and activities align within our mission.
 - Support Posts, COIs, Camps, LDP, Foundation, AOF, BOD, EAG, etc., with saying “yes; no; or no, but” while making those decisions alongside day-to-day workloads, budget parameters, and potentially differing expectations...while encouraging similar understanding among members.
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...Solutions

- ❑ *(External) Unified Focus on MEMBERSHIP.* Follow national leadership’s call to increase member growth and member engagement by emphasizing the many aspects of “membership”: research, recruit, retain, reaffirm, review, and reward.
 - Holistically follow the commander’s intent to Share the Value of SAME: Research (what is our potential universe?); Recruit (add members); Retain & Reaffirm (keep members and leaders through programming, events, customer service, benefits, and training, systems and resources); Review (policies, processes, red flags?); and Reward (celebrate members—awards/recognition; and highlight their impact—storytelling).
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