

## LEVEL OF EXCELLENCE AWARD CRITERIA - 2023

### DATABASE SCORING FOR GEOGRAPHIC CHAPTERS

NOTE: These questions will not be listed on the web-based portal. This information will be obtained from MOAA's Database. They are provided here so that Committee Module (CM) administrators may review and assess their own data on the CM. Updates must be made by close of business, Wednesday, 27 December 2023, in order for our staff to verify the 2023 data.

#### Database Scoring Criteria

##### 1. Chapter has designated key officers:

- President - **Fran Hendricks**
- 1st Vice President - **Karl Eschmann**
- 2nd Vice President/Membership Chair - **Fran Hendricks**
- Secretary/Membership - **Fred Westfall**
- Treasurer - **George Colton**
- Legislative Liaison - **Dave Parisot, Fran Hendricks, Mike Griffith**
- Surviving Spouse Liaison - **Tom Azar & Ray Alexander**

(Maximum Possible Points 2.5 pts/position) = 15 pts

##### 2. Percent of membership who are members of national MOAA

95% - 100% = 10 points

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80% - 94% = **5 points** (currently 28/211 are not recognized as active MOAA members-88.14%)

79 and below = 0 points

80% - 94% = 5 pts

79 and below = 0 pts

##### 3. Key chapter officers (above) opted-in to receive the MOAA newsletter

**All are subscribed?** (2.5 pts/position) =15

##### 4. President and Legislative Chair/Liaison registered in MOAA's Legislative Action Center

(5 pts/ea)=10 - **Fran Hendricks, Dave Parisot, Mike Griffith**

**Total Possible Points: 50**

### SELF-REPORTED INFORMATION FOR GEOGRAPHIC CHAPTERS

Maximum Total Points: 150 User will be able to provide responses to questions with limited character count

#### 1. Advocacy: (35 pts)

Meetings with state or federal legislators, including any virtual activities

##### Comments:

- Meetings with state or federal legislators, including any virtual activities
- Describe your relationships with elected officials, government and non-governmental organizations, etc.
- Describe your chapter/ chapter members' participation in the national Advocacy in Action campaign, MOAA's Legislative Action Center, and/or the State Legislative Exchange Forum. \*

NWFMOA has the great fortune to have several Chapter members who serve in both state and federal government. State Representative Patt Maney (BG Retired, US Army) serves in the Florida House of Representatives. Rep Maney is active in the Chapter and keeps us informed on happenings at the State Capital and how we can assist in certain legislative matters. He was our November lunch meeting speaker. Austin Bury (former USMC Captain), is the Director of Military Affairs for US Congressman Matt Gaetz. Austin is a new NWFMOA member and was our September lunch speaker. He is our point of contact for Rep Gaetz. We engage Austin directly on bills we would like

the Congressman to support as identified by MOAA. NWFMOA is also engaged with our local elected officials. A number of NWFMOA Members voiced support for the expansion of the Women's Veteran Memorial Park during an Okaloosa County Commissioners meeting. The matter while initially opposed by some Commissioners, eventually passed unanimously. NWFMOA contacted the Secretary of the Air Force's office to correct an AF contracted study's inaccurate assessment of the Okaloosa County Schools. After an exchange of correspondence, procedures were put in place for corrections to be made. In our monthly newsletter (The Defender), we dedicate space every month for legislative matters of high interest to National MOAA. Additionally, our President instituted Call to Action emails which he sends to each Chapter member on items MOAA has identified through the legislative forum as needing support. In turn, NWFMOA members send the MOAA authored letters to our two Senators and Congressman as appropriate. Legislative Calls to Action are also addressed at our monthly meetings. We also engage local elected officials. Okaloosa County Commissioner Mel Ponder (March) and Dr Lamar White, Okaloosa County School Board ((August) were guest speakers at our monthly lunch meetings in 2023. We take advocacy and our role in it very seriously.

## **2. Community Engagement and Outreach: (35 pts)**

Use of MOAA Community Outreach Grants and/or Community Sponsorship Program  
Scholarship and JROTC/ROTC activities

### **Comments:**

- Use of MOAA Community Outreach Chapter Grants and/or Community Sponsorship Program
- Scholarship and JROTC/ROTC activities
- Other community outreach/service conducted by your chapter
- Collaboration with other VSOs/MSOs \*

Grants...NWFMOA was the recipient of two MOAA Foundation grants. The first grant received was for \$1500 and was awarded to support our 4th Annual Commissary Gift Card Program for Junior Enlisted Families at Thanksgiving. We leveraged the grant and raised an additional \$6,000 through donations from Chapter Members, local businesses and individuals, likeminded military associations, and Military Affairs Councils. We purchased a total of 300 \$25 Commissary gift cards. Through our partnership with the First Sergeant Associations at Eglin AFB, Hurlburt Field, Camp Bull Simons (7th Special Forces Group), Duke Field (AF Reserve) and the Hurlburt Military & Family Readiness Center the gift cards were distributed by the First Sergeants to junior enlisted families in need. Those 300 gift cards impacted an additional 45 families this year. The second grant we received was for \$2800. Those funds were used to purchase cold weather gear, socks, and underwear for distribution to homeless Veterans during the County's Veteran Stand Down. We took advantage of our Walmart's renovation and purchased clothing items at significantly reduced prices. We outfitted 58 Veterans. Scholarships...We awarded \$29,500 in total scholarships to 8 graduating JROTC Seniors and 1 college Junior enrolled in ROTC. Valentines for Veterans..NWFMOA launched a program where Longwood Elementary 2nd Graders made 125 handmade Valentines for the widows and widowers at the Air Force Enlisted Village. The program was a huge success and received front page coverage. Wreathes Across America..NWFMOA partnered with the local DAR Chapter and purchased 66 wreaths and participated in the annual placement of wreaths on the graves of Veterans at the Beal Memorial Cemetery. Salute to Vietnam War Veterans...We partnered with the DAR and provided speakers and a moderator for the event. 50th Anniversary Celebration of the Return of Vietnam POWs...served as moderator. Military Family Appreciation Day...manned a MOAA info booth.

## **3. Recruiting and Retention: (23 pts)**

What have you done to recruit younger (ages 40-60) members?

### **Comments:**

- How do you find and reach potential members?
- How do you keep your members engaged?
- How do you promote an environment where all new members feel welcome? \*

Recruitment and recognition were major focus areas in 2023. Recruitment: We are always looking for new members. Perspective members are given the 5Ws (Who, What, Where, When, Why) for being a member of MOAA and NWFMOA. We seek out new Members and invite them to attend our monthly Chapter lunch or upcoming Officer Call. While the Chapter has always been active in the community, in 2023 we made a concerted effort to publicize our efforts and impact. We dramatically increased our participation in community gatherings. We reached out to local media for coverage. We launched the NWFMOA Facebook page. Examples of our engagement included participation in the Military Family Appreciation Day, the Home & Boat Show, and the Monthly Fort Walton Beach Chamber First Friday Breakfasts—at each we manned a MOAA/NWFMOA table with story boards, MILITARY OFFICER magazines, our Chapter banner, and handouts. These engagements allowed us to share the benefits of being a MOAA/NWFMOA Member and share what the Chapter has done for the community over the past 64 years. Retention: We took a hard look at why being a MOAA/NWFMOA Member is important and what we could do to reward our Chapter Members. We instituted the following initiatives: monthly lunch meeting is free during Member's birth month; added two features to our monthly newsletter. .Welcome Aboard feature for new Members and Spotlight feature where we highlight existing Members; Officer Calls every month there is a fifth Thursday; added a Military quiz to our newsletter. .get the question correct and you are eligible to have your name drawn for a free lunch at the next monthly lunch meeting (must be present to win). Those deliberate actions approved by our Board and executed by our Chapter led us to add 23 new Chapter Members in 2023. Comradery with Purpose defines who we are and why it is important to part of MOAA/NWFMOA.

#### **4. Leadership Succession: (20 pts)**

Describe how you identify and train future leaders How do you mentor new leaders; and describe your method for selecting new leaders

##### **Comments:**

- Describe how you identify and train future leaders.
- How do you mentor new leaders? Describe your method for selecting new leaders.
- Where is your process codified? (by-laws, standard operating procedures, etc.)
- How do you motivate and recognize your current leaders? \*

NWFMOA employs a “build the bench” succession planning model to identify/backfill Chapter leadership positions from year to year. Typically, members move from the Board to the Executive Committee positions. In addition to prior office holders mentoring the new Chapter Officers and Board and providing guidance when requested, we have produced videos to help acclimate/train those assuming new leadership roles in the Chapter. These videos capture our processes and serve as our Continuity of Operations. In 2023, we welcomed a new President (our 54th in 64 years), a new First Vice President, and three new Board members. Both the President and First Vice President were members of the 2022 Board. The outgoing Chapter President's experience was captured through the position of Immediate Past President on the Board. This turnover in leadership provided both new ideas and great enthusiasm for the Chapter—new ideas abound, as did outstanding results. Mentorship: We practice active, hands-on mentorship through leading by example and encouraging all Members to participate in Chapter happenings. We welcome and encourage Chapter Members to take on tasks they are passionate about. One of our newest Members noticed we didn't have a Facebook page, so he created one and manages it. This individual is being mentored to be a future Board Member, Newsletter Editor, and/or Webpage manager. In large part we have Chapter Members volunteering for leadership roles because they see what we are doing, the impact we are having, and being involved is both fun and rewarding. As Chapter leaders we genuinely like what we are doing, who we are doing it with, and who we are doing it for, and it shows. Our leadership positions and duties are codified in our by-laws. Recognition: three of our Chapter leaders (Secretary, Treasurer, and Scholarship Fund President) were recognized with National MOAA President's Leadership Awards and four of our Board Members were recognize by FCoC for their outstanding contributions over a period of years.

#### **5. Training: (20 pts)**

Describe training your chapter leaders have participated in. (e.g., leader workshops, roundtables, council, and national collaboration, etc.)

## Comments:

- Describe training your chapter leaders have participated in. (e.g., leader workshops, roundtables, council and national collaboration, etc.) \*

Training: NWFMOA uses hands on, active participation and training modules we developed for each of our Chapter leadership roles. Leadership Workshops: In 2023, NWFMOA was an active participant in the FCoC Leadership Training Seminar, State Convention, and National MOAA's Monthly Roundtables. FCoC Leadership Training Seminar: Both the Chapter President and Secretary attended the seminar. Both found it to be very informative. (This seminar was held during the first month of the new NWFMOA President's tenure). The training seminar provided both the President and Secretary an opportunity to engage with other Chapter leaders, share ideas, and learn best practices. They took full advantage of meeting with National MOAA staff members. State Convention: Our President and Secretary both attended and took full advantage of the opportunity to engage with leaders and staff from both across the state and National MOAA. Our President sent a daily sit rep to the NWFMOA Board on what had transpired each day of the training seminar and convention. In that daily communique, he directed specific items he wanted the Board to review for action. He also shared his observations with the entire Chapter at our next Chapter meeting and in our newsletter. State and National MOAA Visits: NWFMOA was fortunate to have CAPT Frank Michael visit our Chapter in February and the FCoC Leadership Team visit us in November. Both visits provided opportunities for us to be trained. We took full advantage. Roundtables: NWFMOA has actively attended the monthly roundtables. As a Board, an agenda item is always the prior month's roundtable. Council and National Collaboration: We had a few direct engagements with both the Council and National MOAA on items we felt needed addressed. We have always come away from these engagements with a better understanding of the subject and feeling our concerns were heard. As a result, we learned how better to address the matter and solve it for success.