

2030 STRATEGIC PLAN DECISION BRIEF

Strategic Plan Working Group

13 May 2024



Today's Agenda

- Proposed Vision, Mission, & Goal Statements - VOTE
- Governance Implementation & Recommendations
- Next Steps
- Communication Approach

Opening Remarks

➤ ***Our Journey Since March 2023:***

- ***Strategic Plan 2030 Development Charter Approved by Executive Committee***
- ***Strategic Plan 2030 Development Team Named (Co-Chairs)***
- ***Intro Discussion with Strategic Plan 2025 Co-Chairs***
- ***Strategic Plan 2030 Development Team Expanded (SPWG, SAG)***
- ***Strategic Plan 2030 Intro/Update Discussion With Post Leaders Workshop Attendees***
- ***Strategic Plan Working Group & Strategic Advisor Group Sessions Throughout Fall 2023***
 - ***Focus on Vision, Mission, Goals, Objectives***
- ***Board of Direction Vector Check @ Small Business Conference***
- ***Further Refinements with SPWG & SAG Inputs***
- ***Executive Committee Vector Check @ Capital Week; Including Thoughts on Governance Updates***
- ***Final Updates & Rollout Planning***
- ***Board of Direction Decision Brief @ Joint Engineer Training Conference*** ← ***We Are Here!***

Proposed Vision, Mission, & Goal Statements

- **Vision Statement:**
Serve as the trusted integrator across the A/E/C and related professions in addressing our nation's economic and security interests at home and abroad.

 - **Mission Statement:**
Lead collaboration in support of our national security priorities.

 - **Goals:**
 - *Drive Partnerships through focused industry-government engagement.*

 - *Deliver Solutions for critical infrastructure and mission readiness challenges.*

 - *Develop People to strengthen America's STEM pipeline and technical workforce.*
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2030 Strategic Plan Update

➤ **Goal:** Drive Partnerships through focused industry-government engagement.

- Objectives:
 - Support engagement with our nation's military and agency partners in their role of addressing complex challenges globally.
 - Promote multi-disciplined collaboration among public, private, and academic sectors, at all levels, to address critical needs impacting national security.
 - Provide expertise, knowledge, and resources on current and emerging practices that affect the nation's built and natural environments.
 - Create and leverage strategic partnerships with similarly aligned organizations and stakeholders to optimize the use of SAME's resources, expertise, and capabilities.
- Desired Outcome: SAME serves as the society of choice for our partners to assist them in addressing current and future complex challenges, through focused and deliberate engagement, collaboration, and partnering actions by SAME's entire governance structure with various internal and external stakeholders.

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➤ **Goal:** *Deliver Solutions for critical infrastructure and mission readiness challenges.*

- Objectives:
 - Operationalize SAME Communities of Interest, placing focus on national security topics.
 - Encourage Posts and Regions to prioritize issues centered in their respective areas.
 - Leverage expertise from SAME members, government agencies, academia, and other key stakeholders to identify matters affecting national security, gather facts, and recommend solutions.
 - Communicate issues, contributing factors, and findings through multi-media means & venues.
 - Pursue policy and programmatic efforts that strengthen acquisition practices that support the industrial base.
- Desired Outcome: SAME's Communities of Interests are elevated and highlighted as "Solution Laboratories" on topics of great interest and impact to our nation. Posts and Regions remain attuned and responsive to issues in their environments. Enhance traditional communication methods (TME) by distributing electronic content via SAME website(s), emails, and the SAME App -- pushing "value" to our membership.

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➤ **Goal:** *Develop People to Strengthen America's STEM Pipeline and Technical Workforce.*

- Objectives:
 - Provide avenues to support inclusive involvement in STEM and trade related careers, professional & technical development, leader development, and transition assistance.
 - Promote a structured mentoring continuum, highlighting professional growth and leadership opportunities for members at all ages and experience levels.
 - Cultivate leaders who embrace diversity, equal opportunity, inclusion, and lead with courage, character, respect, and tolerance.
 - Improve student chapter/higher education involvement in nurturing future Architecture/Engineer/Construction (A/E/C) professionals and military engineers.
 - Align with the SAME Foundation and other organizations focused on people and personal/professional development.
- Desired Outcome: Optimize SAME's human capital programs, Posts, and Regions to maintain and enrich the STEM pipeline by introducing youth to the industry and enhancing personal and professional growth of those already in the profession.



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VOTE

Organizational

- Evaluate & realign the Board of Direction structure as applicable to further enhance its effectiveness and efficiency for providing strategic direction for the Society.
- Evaluate & realign the Executive Committee to further enhance its role and focus on providing guidance and making operational/business decisions for the Society.
- Evaluate all current COIs (structure, mission, goals, IGEs,, leadership, etc.) to determine their effectiveness and efficiency as well as alignment to the SAME Strategic Plan.
 - Consider using Working Groups or Sub-Committees under COIs to focus on specialized areas in lieu of creating new COIs.
 - Consider merging COIs that have similar mission and focus to maximize impacts and reduce duplicative efforts.
 - Consider using Cohorts in lieu of COIs to foster collaboration amongst members that wish to focus on a particular topic that is shorter term and that does not require governance oversight or ongoing national staff support.
- Establish or Charter an “SP2030 Implementation Task Force” to help implement the SP2030 plan goals, objectives, recommendations, and governance requirements.
- Evaluate & realign the current structure and relationships for SAME’s external Strategic Partners and Organizational Stakeholders.

Operational

- With the support of the AOF, establish a “Posts Mentoring Program” to provide guidance and support to Posts that are having challenges in developing their local work plans, and reporting progress through the annual streamer submissions.
- Request that all COIs identify an External Strategic Partner in their Annual Work Plans and provide updates on any related activities in their Annual Work Plan updates.
- The Executive Committee should conduct a comprehensive review of existing External Strategic Partnerships to assess and leverage potential synergies, collaboration opportunities, risks, and impacts in support of SAME’s SP2030.
- Consider designating a select group of COIs as “Super COIs” based on them having clearly defined and shared actionable activities that directly support the SP2030 Goals & Objectives.
- The National Leadership Team needs to increase its enforcement of the existing SAME Bylaws in reviewing the performance of current COIs.
 - Per the existing Bylaws “...Reviews should assess the viability of each COI and result in a recommendation to the Board of Direction on which COIs should continue into the new term along with the designation of the incoming COI Chairs.”

Administrative

- A greater focus must be made to reach 100 percent of Streamer submissions by all Post. Currently only 73% of the Posts submit information for Streamers. As part of SAME's governance requirements and for SAME to be compliant with its non profit status, all Posts must submit annual Streamers/reports that summarize activities and actions completed.
- As an incentive, consider having all Post Streamer submissions (in addition to the Post Financial Annual Reports) be a perquisite submission prior to receiving the "Dues" collected for each Post by the National Office.
- Each COI must submit Annual Reports (similar to Posts submitting Streamers) that demonstrate alignment of their planned actions to the SP2030 Goals and Objectives. These Annual Reports can be part of the COIs' submission of the Annual Work Plans.
- Enhance collaboration and communication between RVPs and COI leaders.



Short Term-Assignments With Recommendations Finalized by SBC 2024

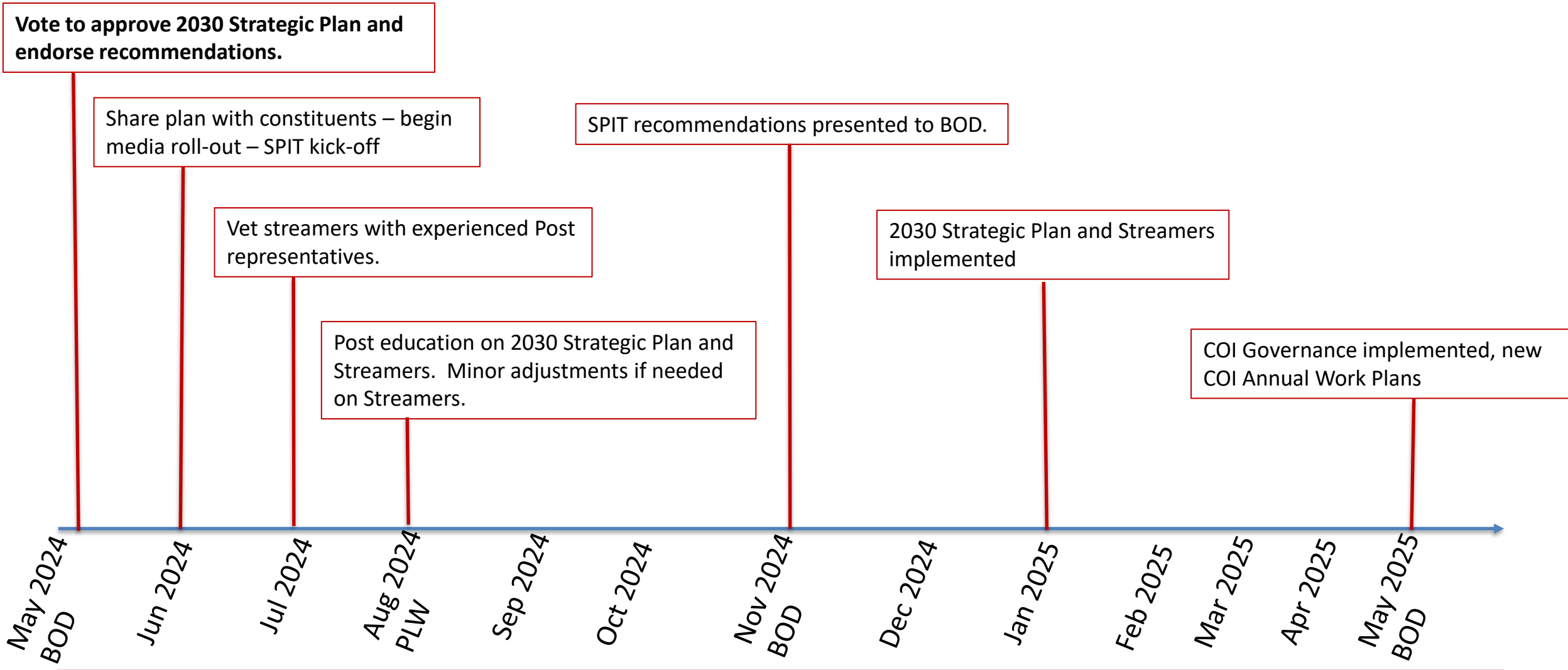
Strategic Advisor Group (SAG):

- Mike Wehr (XD)
- Cindy Lincicome (Past Pres)
- Mark Handley (Past Pres)
- John Mogge (Past Pres)

Strategic Plan Implementation Team (SPIT):

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|---------------------------------|------------------------------------|
| Charlie Perham (Nat'l Ofcr) | Bill Haight (FDN/IGE/JECO) |
| Brian Duffy (Chair) | Charysse Knotts (OCONUS/IGE) |
| Kathy Off (Nat'l Ofc Staff) | Kevin Remley (SLO/STEM Outrch) |
| Craig Bryant (IGE/Post/Past ED) | Kellie Sak (Post Rep) |
| Mike Darrow (HC COI/AD/Past VP) | Candice Scale (YP/ED) |
| Roland DeGuzman (ED, Past COI) | Corey Weaver (YP/COI/ED) |
| Rad Delaney (AD) | Rick Wice (Past COI/IGE) |
| Ann Ewy (AoF/COI) | Melvin Williams (Ext Stakeholders) |
| Summer Gladden (YP/RVP) | |

2030 Strategic Plan- Next Steps



Communications Approach to Membership





2030 Strategic Plan Update

Communications Approach to Membership

- **May 2024:**
 - Announcement in Real TiME newsletter announcing BOD approval (pending), and timeline of implementation.
 - 2030 Strategic Plan logo finalized, and available for use
- **July-August 2024:**
 - Announcement and additional background on BOD approval of new plan.
- **August 2024:**
 - Share new strategic plan details with Post Leaders at PLW
- **September through December 2024:**
 - Development of rollout package for new plan, to include TME feature, webpage, and promotional video
- **November 2024:**
 - At SBC, SAME President's remarks will address new strategic plan to audience at general session, and January 2025 rollout.
- **January-February 2025 TME:**
 - New 2030 Strategic Plan formally unveiled in TME; corresponding webpage goes live, promotional video(s) available for Post use



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Discussion

Thank You!