

North Central Region, Civil Air Patrol

Citizen's Serving Communities: Above & Beyond



Planning for Success

Public Affairs Academy, June 27th 2009

Integrity - Volunteer Service - Excellence - Respect



We will discuss

- The 4 Step Planning Process
- Getting buy-in from your leadership
- Resources
- Moving forward after you have a plan



**To succeed you
must have a good
plan**

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Planning Model

- 4-Steps
- Applies at all levels
- Requires Teamwork/Teambuilding
- Realistic
- Measurable



Starting Point

- CAPR 190-1
- Program/policy Source
- Defines PA Mission
- Defines PA Objectives



CAP Public Affairs Mission

- “to inform internal and external audiences of Civil Air Patrol’s national importance, safeguard the image and assets of the corporation, and strengthen relations with key audiences and customers, which enable the organization to grow.”

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What does it mean?

- We tell our story
- We protect the whole organization
- We build relationships

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PA Program Objectives

- Increase public awareness of CAP, its local, state, and national missions and its contributions to the nation.
- Develop and conduct a comprehensive internal and external public relations plan.
- Promote cooperation between CAP and other aviation organizations, the military, business, industry, and civic groups.



Objectives

- Support the Mission Statement
- Plans support objectives at all levels



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Make CAPR 190-1 your friend

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Step 1 – Situational Analysis

- How many squadrons and units are in the wing?
- How many cadet and senior members are in your unit/group/wing?



Step 1 – Situational Analysis

- List the special events conducted each year
- Identify the unit's strengths
- Identify areas targeted for improvement
- List the PA initiatives currently being conducted and/or planned for the near future



Step 1 – Situational Analysis

- Can PA help address areas needing improvement, such as recruitment?
- If so, cite the initiatives PA implements and/or plans to implement in the future.
- What can be done in the coming year to improve your PA program?



You will need to

- Work with the Commander
- Work with his/her key staff
- Sell them on the process and results
- Engage leadership early





Step 2 – Set Objectives

- These objectives should be “Big Picture” items that have an impact on the whole organization.
- Limit them to not more than 5 objectives.
- The details behind these objectives are the goals that you and your commander will set for your organization.



Step 2 – Suggested Objectives

- List the objectives identified in the situation analysis
- Encourage members to tell their friends about CAP and the opportunities available to members for service and personal growth



Step 2 – Suggested Objectives

- Increase public awareness of CAP, its local, state, and national missions, and its contributions to the nation
- Promote cooperation between CAP and other aviation organizations, the military, business, industry and civic groups



Step 3 – Establish Goals

- Required by CAPR 190-1
- Be realistic
- Must have means of evaluation





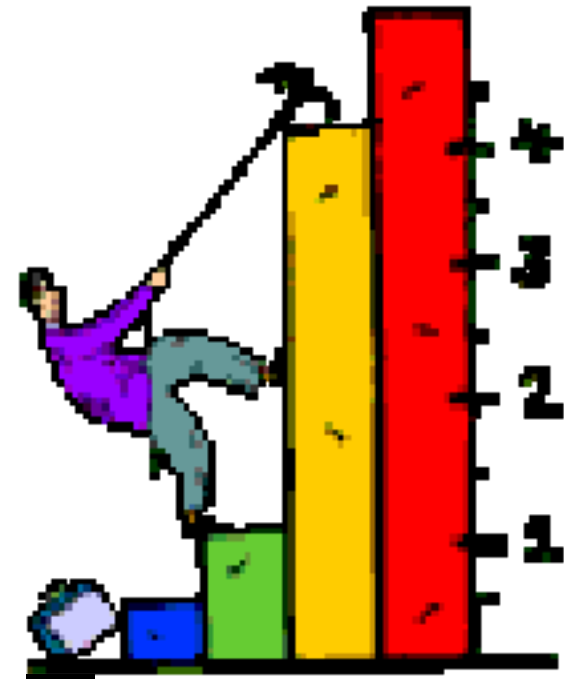
Step 3 – Establish Goals

- At minimum a public awareness and networking goal
- A list of projects and initiatives designed to achieve these goals
- A statement regarding how you will evaluate each goal's success



Review Sample Goals

- Recruiting
- Public Awareness
- Networking



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Step 4 – Measurements

- Good plans have measures
- Leadership determines effectiveness
- Measure quarterly
- Share results with HHQ PAO
- Review annually and update



Planning Resources

- Your Resource DVD
- CAP National PA Website

http://members.gocivilairpatrol.com/cap_national_hq/

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Questions?