

Minutes of AFPAA Organizational Transformation Committee Meeting 13 April 2023

- A Zoom meeting of the AFPAA Organizational Transformation Meeting was held on Tuesday April 13 at 2:30 pm EDT.
- Attendees included Jim Hart, John Terino, John Gura, Col Allen Herritage, Christine Queen, Steve Everett, Judy Bivens and Dick Cole
- The results of the membership vote were reviewed. Fifty Seven percent of eligible members voted. Of those, there were 233 yea votes and 29 nay votes with an approval rate of 88.9%
- The name of our organization was determined, as of the membership vote, to be the Air Force Public Affairs Association (AFPAA). All representations of our organization should reflect that.
- Foundational documents need to be revised to reflect the new status of eligibles to join, vote and serve in leadership. Jim Hart will review and revise. In his review Jim will also determine if there are any other modifications to our governing documents that need to be made.
- Col Herritage was called away and had to leave
- Members agreed that SAF/PA representative on the board should become a full voting member
- A working group of active PA's should be established to help determine how best to roll out the revisions, the organization and the value proposition it offers to active PA's. Col Herritage took establishing the working group for action in a follow up conversation
- We agreed upon the need to conduct research with active PA's to better understand the value proposition of the organization to them and how to most effectively present it to them.
- Membership dues for active PA's were discussed and the consensus was the existing dues structure should apply to all.
- I followed up with Col Herritage via phone on April 24. He agreed to help establish a working group of active PA's, active being defined of any members of the PA team, officer, enlisted or civilian, Guard or Reserve, actively practicing as a part of the PA team. He concurred on board membership and the need for research among active PA's and agreed to help facilitate that.

Follow up actions

19 May Board Meeting

- The committee briefed the board on actions discussed at the April 13 Committee meeting
- Recommendation approved with board vote to award full voting board membership to SAF/PA rep and have SAF/PA rep on board slate for membership vote
- Phil Ratliff to join committee
- Discussion of membership dues for active PA's. Committee to make recommendations.
- Committee would work with SAF/PA working group to develop active PA engagement strategy
- AFPAA would, within reason, help fund research initiatives among active PA's

Working Group Meeting 1 June

- A PA Working Group Meeting was held on 1 June. Working Group members attending included Col Allen Herritage, CMSgt Christel Perkins, MS Brooke Davis. Committee members attending included Jay DeFrank, John Gura, John Terino, Jim McGuire, Phil Ratliff, Steve Everett and Dick Cole. Due to a typo in the original SAF/PA invite, committee member Judy Bivens and working group member Erin Torrance attempted to call in on 2 June and missed the 1 June meeting.
- The committee members and working group attendees agreed on the need to devise an engagement strategy highlighting the value proposition of membership prior to general high visibility organized outreach to active PA's
- Participants also agreed on the need for research prior to high visibility organized outreach
- The group determined that it would be valuable to have some initial engagement with representatives of the Navy and Army Alumni Associations for lessons learned and other benchmarking. Jay DeFrank took for action to work with committee member Art Forster.
- Working group members were familiarized with AFPAA communications products such as our website, Facebook page and newsletter
- There was a discussion about membership dues and possibly a reduced rate for junior members of the active PA team. It was determined that that

recommendation should follow making the case to the active team about the value proposition of membership

- Col Herritage took for action setting up an in-person follow up working group meeting and possibly focus group session in the next quarter.