

**RESERVE OFFICERS' ASSOCIATION**  
**DEPARTMENT OF MINNESOTA**  
**Department Strategic Plan**  
**Adopted October 11, 2007**

The Department of MINNESOTA ROA STRATEGIC PLAN represents the Association's vision and commitment to the future. It provides a road map for us to follow, but also contains the flexibility to be modified as we grow and change to meet future requirements.

*Looking to the future.* It is envisioned that the Association will be recognized as a leader and a resource that proactively serves all of its members and share holders including officers from all services interested in the reserve through their active service into retirement. Adherence to this Strategic Plan and its processes will ensure that the Association is recognized as an effective and successful advocate of military service in support of National Security. It will support ROA's professional development and career guidance programs which have been valued over the years to all serving in the roll of "RESERVE". The Association and its members are enhanced and energized by keeping the organization financially stable and secure.

The key elements of the MNROA are a clear statement of the vision, mission, and a set of over arching goals, the identification of pillars indicating success and an understanding of how important members and stakeholders, Technology, Communications and Accountability are to fulfilling the direction of this plan.

1. Vision. The premier professional organization for Reserve Officers committed to supporting a strong military and National Defense while providing outstanding service for its members.
2. Mission. The Association will continue to be the most effective advocate for all reserve officers of the services as vital resources for components of the military supporting National Security. This will be accomplished by maximizing the value to its members through support and services essential to their professional development. It will also vigorously try to educate Congress and the Nation on the value of the reserve components and matters providing for the reserves.

*Over-Arching Goals.* The following long term goals have been proposed or have been developed:

1. Educate State Legislatures, Congress and the Nation about National Defense and the role of the Reserve.
2. Provide the opportunities for professional education and career guidance for reserve officers.

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3. Support the Association's members through publications, programs and services.
4. Achieve a dynamic organizational environment for proactive and expanding membership.
5. Ensure financial stability for future officers joining the ranks of the reserve.

Members and Stockholders. The Association has established a priority to serve all potential, current and past members, family members, and associated as customers and stakeholders. The Association will explore means to meet member expectations and provide progress updates in achieving measures of success.

1. *Technology.* Technology will be used whenever possible to communicate, facilitate action, and share information. All members are encouraged to develop the skills necessary to engage in active communications. *Process.* This plan identifies some of the issues needing promotion to achieve our mission. Among these issues are Legislation and Education, Professional Development, Member Services, Membership and Finance.
  - a. **Legislation and Education.** A goal is educate the Legislature (Minnesota) and Congress on the issue pertaining to reserve officer service and National Security.
  - b. **Strategies.** Develop and utilize communications devices in informing the state about reserve matters. Keep membership involved in helping carry our program and needs to the community in meeting National Security issues.
  - c. **Provide verbal and written testimonials in support of separate Association goals** and in conjunction with other supportive organizations (e.g. ROA, TREA, MCMOAA, American Legion, Veterans of Foreign Wars, etc.).
  - d. **Identify** legislative issues and encourage Association membership to submit resolutions prior to Association annual meetings.
2. *Professional Development.* Provide professional education and career guidance for reserve officers from our department. The following strategies will be utilized in accomplishing this task. Provide encouragement to participate in professional development seminars help officers grow in their competencies. Publish professional development articles in our newsletter that encourage participation. Utilize the WEB page to inform members of professional development opportunities. Work with senior leadership in defining, articulating and pin pointing what opportunities lie in various career paths.
3. *Membership.* The department organization must support a dynamic program in our organizational environment for proactive and expanding membership. To do this total membership must be recruited to solicit new members. Chapters must be encouraged to implement effective recruiting and retention programs. We must provide the membership

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value, making a career in the military more certain as an Association member. We must also develop a communications plan that maximizes membership involvement and meets the needs of National Security.

4. *Member Services.* Our goal should be the support of Association members through publications, programs, products and information programs. We need to utilize several strategies in meeting this goal. We need to be accurate, thorough and prompt in answering questions for members via telephone, newsletter, email and the WEB. Provision of effective, responsive, affordable services that are desired and useful to members must be sponsored by the Association including cooperation with other veteran organizations. We should survey our membership periodically to ensure we are meeting members desired and required needs.
5. *Finance.* Our goal must include financial stability for future generations to have a long term contribution to our members. A long term Financial Plan that follows the direction of the Strategic Plan must be developed. Each section and major committees must have a budget to carry out their objectives. The Association must be managed in accordance with its charter and its operating budget. Operations must be guided by the Long-Term Financial Plan. We must ensure that the endowment fund is supported and that it actively supports the purposes for which it was formed. There must be safeguard and regular audits which will help assure fiscal soundness for the Association.
6. *Communications.* Communicating with membership and associated supporters is the key that ties the Plan to membership involvement. At present the Newsletter and WEB Page are the best instruments we have for these purposes.

The Strategic Plan represents a significant milestone for the Department of Minnesota Reserve Officers' Association. It is a foundation document that identifies our vision, mission and operation with goals, strategies and measures that will guide along the long range plan. The Board working with their respective committees should diligently prepare annual plans that will guide activities and lead to successful achievement of our Vision, Goal, and Mission.

WDP/pln

Approved by:  
Board of Directors  
11 October 2007