



DIAA STRATEGIC PLAN

2020

Providing social, recreational, educational and career transition support to former, retired and current DIA civilian or military personnel supporting the DIA mission since 1998.

2020 DRAFT

The Defense Intel Alumni Association (DIAA) Strategic Plan is intended to assist the Board of Directors (BOD) to implement its vision of making DIAA a premier association of former civilian and military defense intelligence professionals. The Board will use this plan to focus efforts on accomplishing the goals set forth in this strategy, and to encourage members to participate in these efforts. This Strategic Plan will be reviewed, updated and approved by the Board annually to identify actions and programs to keep DIAA relevant and focused on the needs of the membership.

History

The Defense Intel Alumni Association (DIAA) was created by a small group of separated and retired DIA civilian and military personnel in 1998. Then-DIA Director LTG Patrick M. Hughes approved DIA participation with DIAA and authorized DIAA to operate and meet at Agency facilities for educational and social purposes. In the last 21 years, DIAA expanded its membership, increased interaction with DIA, and delivered social and educational activities on behalf of its members.

Introduction

DIAA is a non-profit 501(c) (7) organization that is exclusively operated for the recreation and educational benefits of its members. In accordance with its bylaws, DIAA is governed by a Board of Directors (BoD) consisting of 12 elected voting Directors and two non-voting representatives appointed by DIA leadership

(currently from DIA/OCC) who provide a direct link to DIA. There are three statutory Officers (President, Secretary and Treasurer) who execute decisions and perform prescribed duties in accordance with DIAA by-Laws. The Board has also created a Vice President position, which assists in day-to-day leadership of the organization. DIAA membership is in 23 states, with the majority living within the Washington DC, Maryland, and Virginia area. DIAA has an active chapter in Florida and members in Australia and Europe.

Mission

Providing social, recreational, educational and career transition support to former, retired and current DIA civilian or military personnel supporting the DIA mission since 1998.

Vision

Be a premier association of former defense intelligence professionals. To accomplish this, the Board will:

- ***Provide*** members social, recreational, and educational opportunities
- ***Inform*** members on DIA and DIAA events, members' whereabouts, activities, and special accomplishments.
- ***Sponsor*** opportunities for members to contribute to the professional development of current DIA employees.
- ***Assist*** current and future members as they transition into retirement, or a second career.

Values

The DIAA Board of Directors *embraces these core values:*

- **Honor** the history and culture of DIA
- **Serve and support** the DIA workforce
- **Support** DIA approved educational programs
- **Honor** exceptional dedication to duty by DIAA members in support of the association's missions and vision.
- **Maintain independence and non-partisanship** in all our activities.

Goals and Strategies

Goal # 1 – Increase and Retain Members

A. Increase membership by 25%

1. **Develop** a marketing strategy to recruit new members and retain existing ones.
2. **Provide** a DIAA information/recruitment table at DIA headquarters at least twice a year
3. **Conduct** "DIAA Recruitment Days" at DIA facilities such as Reston, Ft. Detrick, Bethesda, Charlottesville, and other facilities as appropriate.
4. **Increase** recruitment of active duty and military veterans who support or have supported DIA worldwide.
5. **Increase** support to our Florida chapter and encourage the formation of other area chapters.

B. Retain membership

1. **Conduct** social events with other IC alumni or professional groups.
2. **Solicit** speakers for our monthly Defense Intelligence Forums (DIFs) and Joint Forums to provide both interesting talks and encourage thought-provoking exchanges of ideas.
3. **Widen** our educational efforts to members by holding DIFs or other informational briefings at locations other than the Washington D.C. area.
4. **Increase** members' involvement by providing news and events to members through the DIAA web site, DIAA Newsletter (the *DIAALog*) and periodic member updates via e-mail.
5. **Expand** the "Where Are They Now" and "Member Spotlight" features on web site/newsletter (?)

C. Expand membership activities

1. **Conduct** local social, recreational and educational activities
 1. **Hold** social "no-speaker" luncheons and happy hours at area restaurants.
 2. **Visit** local attractions such as wineries, Spy Museum, National Cryptologic Museum, the US Army Museum (open at Ft. Belvoir in 2020) and the National Air and Space Museum.
 3. **Organize** trips/tours to interesting venues, such as:
 - Military/government facilities for briefings, etc.
 - Cruise (from Baltimore, Old Town or Georgetown)
 - Live theater (regular and dinner theater)

- Picnics
 - Visits to homebound members
 - Sporting events
(Redskins/Nationals/Wizards/Capitals)
2. **Provide** member volunteer opportunities and activities in support of DIA.
 3. **Increase** member participation on committees.

Goal # 2 - Strengthen relations with DIA regarding retirement transition, support to DIA charitable activities, educational events, and professional development activities.

Strategy

A. Hold retirement transition seminars

- 1. Offer** increased pre-retirement support for prospective retirees through mentoring, resume review/ guidance, job research, and transition counseling.
 - 2. Conduct** periodic "Coffee and Conversation" sessions to provide not only retirement information, but also other topics of interest to DIA employees
 - 3. Establish** a DIAA Career Transition Center on our members' only web page to assist current and future DIAA members with finding post-retirement opportunities.
1. **Provide** advice, assistance and counseling to current DIA employees through activities such as mentoring,

resume writing and career transition information and support

C. Increase participation in DIA social and charitable events

1. **Increase** participation in annual DIA events such as the DIA Feed the Families food drive, support to local schools, and the Christmas Toy Drive.
2. **Support** DIA's charity events such as the Combined Federal Campaign (CFC), and other charities consistent with the DIAA charter and as deemed appropriate by the DIAA Board of Directors

Goal # 3: Improve Board of Directors' processes and accountability

The Board of Directors will take measures to expand participation by all board members and to improve accountability for Board of Director actions and improve processes as required.

Strategy

1. **Review /Update** yearly DIAA organization structures in context of the Strategic Plan goals.
2. **Identify** key functional requirements, create SOPs, and ensure timely implementation of all changes made to the Strategic Plan.
3. **Create** an annual budget for DIAA activities.

4. **Review/update products** (web site, retiree letter, DIAA poster, newsletter and social media pages) on a regular basis.
5. **Review and discuss** DIAA Strategic Plan action items quarterly at Board of Director meetings.