



Defense Intel Alumni Association

Strategic Plan 2016

DIAA
PO Box 354
Charlotte Court House, VA 23923



Defense Intel Alumni Association

STRATEGIC PLAN

2016

Board of Directors' Intent

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 intelligence alumni association. The Board will use this plan not only to focus its efforts on accomplishing the goals set forth in this strategy, but also to encourage members to participate in these efforts. This Strategic Plan is a dynamic document which will be reviewed, updated and approved by the Board annually to identify actions and programs for the Board to implement 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 retired DIA civilian and military personnel in 1998. Then-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 17 years, DIAA has focused on expanding its membership, increasing its interaction with DIA and increasing the social and educational activities it organizes on behalf of its members.

Introduction

DIAA is a non-profit 501(c) (7) organization that is exclusively operated for the pleasure, 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 DIA-appointed non-voting directors (currently from DIA/OCC) who provide a direct link to DIA. Currently, there are three statutory Officers (President, Secretary and a Treasurer) who execute decisions and perform prescribed duties in accordance with DIAA by-Laws. The Board has also created a non-statutory Vice President position. In addition the board may appoint non-voting advisors as needed. The membership is spread through-out twenty-three states, Australia and Europe, but predominately consists of retired DIA civilian and military retirees living within the Washington, DC, Maryland and Virginia area.

Mission

Provide social and educational services for former and retired DIA civilian and military personnel who served in DIA at some point in their careers.

To accomplish this, the Board:

FOCUSES on keeping DIAA members informed about DIA happenings, members' whereabouts, activities and special accomplishments.

PROVIDES opportunities for members to directly contribute to the professional development of current DIA employees.

Vision

Be a premier alumni association

To accomplish this, the Board:

PROVIDES members social and educational opportunities.

SUPPORTS the requirements of DIA as defined by DIA leadership.

PROVIDES support to current and future members as they transition into retirement or a second career.

Values

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

Integrity

Conduct ourselves in an ethical and professional manner at all times.

Members Before Self interest

Committed to serving our members and DIA requirements.

Acknowledge and Reward Excellence

Recognize academic excellence in DIA educational programs supported by DIAA.

Honor exceptional dedication to duty by DIAA members in support of the association's missions and vision.

Excellence and Collegiality

Maintain a committed and responsible, positive attitude in providing support to our members and DIA.

Non-Partisanship

Remain independent and non-partisan in all our activities.

Goals and Strategies

Goal # 1 – Increase Membership by twenty five percent by 2017

Strategy

A. Increase membership

1. **Develop** a “branding” strategy in order to market DIAA to potential members
2. **Provide** a DIAA information table at DIA headquarters at least twice a year
3. **Provide** marketing table top tents for placement in DIA facilities
4. **Conduct** a DIAA Day at Reston, Ft. Detrick, Bethesda, and Charlottesville facilities
5. **Market** to military veterans who support or have supported DIA worldwide

B. Retain membership

1. **Conduct** social events with other IC alumni groups each year.
2. **Solicit** a wide range of speakers for our monthly Defense Intelligence Forums (DIFs) to provide both interesting and thought provoking exchange of ideas
3. **Hold one forum in a location other than the greater Washington D.C. area**
4. **Get** members involved by soliciting social news and providing it to members through the DIAA web site, DIAA Newsletter and periodic members updates via e-mail
5. **Send** DIAA “Thinking of You” communications to members as appropriate
6. **Produce** an “IN-Sight” feature for the DIAA Newsletter summarizing happenings in the Intelligence Community
7. **Expand** the “Where Are They Now” feature on web site/newsletter
8. **Produce** Alumni Day social event

C. Expand membership activities

1. **Conduct** local activities each year
 - a. **Hold** social “discovery” luncheons and happy hours at area restaurants (no speaker, just social)
 - b. **Visit** local attractions such as Winery, Spy Museum, National Cryptologic Museum, local tours, etc.
 - c. **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
 - Visiting homebound members
 - Sporting events (Redskins/Nationals/Wizards/Capitals, etc.)
 2. **Conduct** twice a year “People of Interest” Brown Bag lunches at DIA HQ.
 3. **Increase** member participation on committees as required by committee chairs
-

Goal # 2 - Strengthen relationship with DIA in the areas of retirement transition, support to DIA charitable activities, educational events and professional development activities

Strategy

A. Initiate retirement transition actions

1. **Meet** with DIA OHR to offer increased DIAA involvement in transition and career planning by assisting in mentoring, resume review and guidance as well as Face to Face transition counseling and job research assistance **Meet** with DIA managers to provide them an understanding of what DIAA is and how we can assist in employee professional development activities
2. **Seek** DIAA participation in DIA pre-retirement courses at Headquarters and other DIA facilities
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
4. **Enhance** our promotion of the DIA Torch Bearers nomination process through communication with members to increase both the number and quality of Torchbearer nomination packages

B. Increase participation in DIA social and charitable events

1. **Increase** participation in annual DIA Food drive
 2. **Get involved** in the CFC activities, such as the CIO supported Golf Tournament in October. Set up table at the event, help with registration, assist with the solicitation of prizes, and encourage DIAA member participation in the event
 3. **Support** other charities consistent with the DIAA charter and as deemed appropriate by the DIAA Board of Directors
-

Goal # 3: Improve the 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

- A. **Review /Update** yearly DIAA organization structures in context of the Strategic Plan goals
- B. **Identify** key functional requirements and create SOPS
- C. **Create** an annual budget for DIAA activities
- D. **Review/update products** (web site, retiree letter, DIAA poster) on a regular basis
- E. **Review and discuss** The DIAA Strategic Plan action items at all monthly BoD meetings.

Donald L. Mathis

President

Defense Intel Alumni Association

“Continuing To Serve In Defense of The Nation”



DIAA Board of Directors

