

Department of Texas 2017 - 2018 Objectives

- I. **Purpose:** To provide the Department leadership at all levels with specific objectives for 2017 – 2018 time frame. When effectively implemented these objectives will:
 - A. Satisfy the requirements as outlined in the Department Strategic Plan
 - B. Provide the necessary guidelines for a continuity of effort from one administration to the next, at every level in the Department of Texas
 - C. Move the Department forward to positive successes

- II. **Reporting:** When approved by the Department Executive Committee these objectives will be reportable to the Membership, Organization and Post Activities Commission (MOPAC) at the Fall DEC and Mid-Winter Conference as follows:
 - A. District Commanders will furnish a written report to the Division Commander using the report form provided
 - B. Division Commanders will provide both a verbal and written progress report, using the report form provided
 - C. Copies of these reports will be attached to the MOPAC's minutes and submitted to the appropriate Committee or Commission & the D.E.C. for review, approval and necessary action.

- III. **Objectives:**
 - A. **Membership** – To exceed the 100% of assigned Department goal.
 - 1. Department Vice Commander will ensure that each Division has a membership Chairperson
 - 2. Division Commanders will ensure that each District has a membership Chairperson
 - 3. District Commanders will ensure that each Post has a 1st Vice Commander as Chairperson and a membership Committee.
 - 4. At each level the emphasis will be to exceed assigned goals by using a written plan of action that encompasses; renewals, retention & recruiting

- B. Americanism Programs** – Incrementally increase participation at each level in American Legion Programs.
1. Division Commanders will appoint Division Chairpersons for each of the following programs: Boys State, Boy Scouts, Baseball, Oratorical, Junior Shooting Sports & School Awards and ensure that each District has a Chairperson for the same programs
 2. District Commanders will ensure that each Post has a Chairperson for a minimum of three of the programs listed in #1 above.
- C. Public Relations** – To communicate internally via the Hubmaster network and externally via other media of all Legion activities from Department to Post level.
1. Division Commanders will appoint a Division Public Relations Chairperson (Hubmaster) responsible for communicating Division events and to ensure each District has a Public Relations Chairperson that is actively involved in promoting the Legion in their District.
 2. District Commanders will appoint a District Public Relations Chairperson (Hubmaster) responsible for communicating District events and to ensure each District Post is actively involved in promoting the Legion to their members and the community.
- D. Training & Mentoring** – To enhance the efforts of the Training Committee by promoting Legion and ALEI training at all levels
1. Division Commanders will appoint a Training Chairperson to ensure each District has a Training Chairperson that is actively involved in training in each District. Division Commanders will incorporate training at all Division Conventions.
 2. Division Commanders will schedule and promote a minimum of one ALEI seminars each year.
 3. District Commanders will appoint a Training Chairperson who will ensure each Post has a Training Chairperson that is actively involved in training in their Post. District Commanders will incorporate training at each of their conventions.
 4. District Commanders will promote and maintain the “*Trainers & Mentors*” list for their respective Districts and provide to the Chair of the Department Training Committee.

E. Revitalizing or Merging Existing & Establishing New Posts – To build a base for future years of strong viable Posts.

1. Division/District Commanders will develop a list of Posts that need revitalizing and prepare a written action plan, complete with timeline to accomplish revitalizations as needed. So that action can be planned early in the year this must be accomplished by September 15, 2016 and presented to the Membership, Organization and Post Activities Commission during the Fall DEC.
2. Division/District Commanders will develop a list of Posts that need to merge or close and prepare an action plan complete with timeline to accomplish. So that action can be planned early in the year this must be accomplished by September 15, 2017 and presented to the Membership, Organization and Post Activities Commission during the Fall DEC.
3. Department Vice Commander to work with Division and District Commanders to identify locations for new Posts. Specific attention will be given to metropolitan areas with a large population of eligible veterans. So that action can be planned early in the year this must be accomplished by September 15, 2017 and presented to the Membership, Organization and Post Activities Commission during the Fall DEC.

F. Post Excellence – All Posts in the Department of Texas should strive to achieve the Post Excellence award. Posts that achieve this award will be recognized at the Department Convention and will be presented with a distinctive plaque and a cash award of \$250.00 by the Division and District Commander at a local community event to recognize the Posts efforts. The Department Headquarters will provide a press release to local media outlets. Posts must meet the following qualification by 30 days before Department Convention.

Award Qualification requirements:

1. **Minimum 90% Retention of previous year's members**
2. **New members must equal 10% or more of the previous year end actual membership.** A new member is defined as an individual that has never been a member of The American Legion or has been expired for the previous 3 years.
3. **Participate in at least (1) National Security Award Program**
 1. Law Officer of the Year
 2. Firefighter of the Year
 3. EMT of the Year
4. **Participate in 3 American Legion youth programs**

Legion Programs:

1. High School Oratorical Contest	6. School Awards
2. Flag Education Week	7. Education & Scholarship Program
3. American Legion Baseball	8. Boys Scouts
4. Junior ROTC Program	9. Junior Shooting Sports Program
5. Boys State	