



Navy League of the United States Minnesota Council



2022/2023 Strategic Focus Areas

ENHANCE MORALE OF SEA SERVICE PERSONNEL

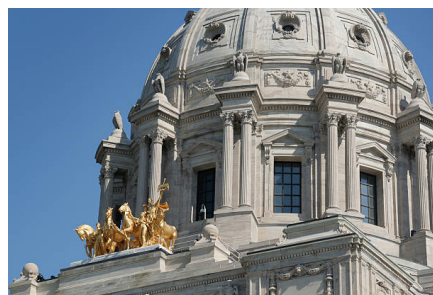
- Support Active Duty and Reserve Units (NTAG, NOSC NROTC)
 - Provide support for Annual Birthday Ball and other events.
 - Establish relationships with Marine units in Minnesota (i.e., Reserves, Recruiters)
 - Establish closer relations with Coast Guard units
 - Establish relationships with Merchant Marines
- Support Adopted ships (USS Minnesota, USS Minneapolis Saint Paul and USCGC Spar)



Positions supporting this goal
VP Adopted Ships, Active/Reserve Units
VP Council Program

PROVIDE A POWERFUL VOICE TO EDUCATE THE PUBLIC

- Community Engagement
 - Chambers of Commerce/Veterans Organizations
- Legislative Affairs
 - Engage Minnesota Legislature
- Business/Community Engagement
 - Establish a regular cash flow from businesses to support Council strategic plan goals
 - Offer Corporate sponsors, Navy League membership and benefits



Positions supporting this goal
VP Community Engagement
VP Legislative Affairs/Partnerships
Director Business Development

SUPPORT YOUTH PROGRAMS

- Grow Sea Service Youth Programs
 - Establish annual Recognition awards for Sea Cadets and JROTC units
 - Support key annual events for Sea Cadets and JROTC units
 - Provide mentorship
- STEM Education Initiatives
 - Expand Council STEM Initiatives
 - Explore National Grants for STEM
- NAIP/Recruiting

Positions Supporting this goal
VP Youth Programs
Director STEM Programs



MEMBERSHIP/COMMUNICATION/HISTORY



- Membership Marketing Program
- Communication/History
 - Website
 - Quarterly and special Newsletters
 - Promote Council Programs to media and public

Positions supporting this goal
VP Membership
VP Communication