



**NAMPA COMPOSITE SQUADRON
RMR-ID-015
CIVIL AIR PATROL
UNITED STATES AIR FORCE AUXILIARY
121 Municipal Drive, Nampa, Idaho 83687**



Public Affairs Plan 2018

I. Introduction

This annual plan represents the Nampa Composite Squadron, Civil Air Patrol public affairs (PA) program and is required annually per CAPR 190-1 (7)(a). The plan includes a squadron-wide evaluation of the program, objectives, goals, and strategies. It was prepared 1st Lt. Michelle Martin, acting Public Affairs Officer and approved by the same as the Nampa Composite Squadron commander.

II. Public Affairs Needs and Opportunities

The Nampa Composite Squadron encompasses the Western Treasure Valley of Idaho including the cities of Nampa, Caldwell, Greenleaf, Wilder, Parma, Notus, Homedale, New Plymouth, Middleton and Meridian which are located in the counties of Ada, Canyon, Owyhee and Payette.

As of August 22, 2018, the Nampa Composite Squadron has 56 members (23 adults and 33 cadets). The squadron has 1 public affairs officer (PAOs) on the membership roster. Cadets can be further broken down as 30 active Cadets, 2 Cadets who are inactive, one due to admission into the U.S. Naval Academy and the other temporary out of the region for a specialty school, and one cadet that has left the program due to other interests. On the Senior Member side, of the 23 dues paid members, 13 are active at least part of each year. 2 are cadet sponsor members that assist with chaperoning or other functions as needed but prefer to commit on a limited basis. The other 8 are Patron Members, who do not participate but, by their dues, help support the program.

The squadron headquarters is responsible for oversight in program management and coordination to complete organizational missions. In an effort to develop a public affairs plan, the following elements are identified:

- **Strengths:** The squadron has a growing cadet program and members are active in training for CAP's emergency services mission. The unit is assigned one aircraft and maintains our own hangar at the Nampa local airport. The squadron maintains a positive working relationship with the area first responders, including Canyon County Sheriff, Nampa Police Department, Caldwell Police Department, Canyon County Paramedics and Melba Fire Department. The unit has participated in training exercises with the first responders and has been asked to plan future joint exercises with those agencies. The unit is currently cultivating a new relationship with the Ada County 4H organization to offer external aerospace education opportunities and recruitment possibilities.

- **Weaknesses:** The squadron's aerospace education program is limited and currently only focuses on cadet aerospace modules. Although the unit does have an aircraft assigned to it, it does not currently have any active CAP pilots, making aircrew training more difficult for the members. The squadron PAO is new to the position and is starting PA program from scratch.
- **Areas for Improvement:** The squadron needs to increase its senior members to support the growing cadet program and deter burn out with the current active seniors. The unit needs to provide more senior specific training and event opportunities to maintain active membership by those senior members not interested in working with cadet programs. The unit needs to obtain personnel willing and qualified to pilot the assigned aircraft both for mission and orientation rides to cadets.
- **Opportunities:** The squadron is located within an active community with ample opportunities to become involved in local events, either as volunteers or fundraisers. The unit is located within a reasonable distance of a active duty Air Force installation and a National Guard installation. Military leadership at the respective installations is open to partnering with the squadron for events and welcome participation in training opportunities. The local area has more than a dozen high schools and middle schools in which the squadron could be recruiting cadet members.
- **Threats:** The squadron is in a rebuilding phase after experiencing a significant loss of membership due to weaknesses with the previous unit command staff. This leaves the unit with fewer members to fulfill its missions and more risk of burnout from those fulfilling multiple duty assignments. Additionally, with the close proximity of a larger more successful squadron, this unit struggles to retain membership due to the assumptive appeal of bigger and better things.
- **Major Events:** The squadron supports the wing's cadet orientation flight program using the pilots from within Idaho Wing, and several of its members support the annual cadet encampment on staff. The unit also hosts an annual multi-squadron weekend communications training event in aid of a major Boy Scouts Competition Camp.

Summary

The squadron PAO and commander currently supports internal media needs through the unit's Facebook page. A readily searchable domain name and interactive website needs to be established. There is a need to develop a stronger outreach program, contact with local external media and community officials to introduce CAP and to expand our visibility. The unit's declining membership needs to be addressed and active recruiting at local schools, community events, and word-of-mouth needs to increase. The PAO will continue to progress through the PA specialty track. Cadets interested in writing will be encouraged to pursue additional training opportunities and implement a cadet PAO program. The PAO will look for ways to document the members, activities, and events of the unit for historical purposes.

III. Effectiveness of 2017 and First Half of 2018 Goals

Goals during this time frame were not documented in a process that would encourage or allow review and assessment. Future Goals will be posted to the squadron website for all members to review and will be reviewed on a quarterly basis to allow for better accountability and continuity.

IV. Public Affairs Objectives

Nampa Composite Squadron has established the following public affairs objectives for 2018:

- A. Support CAP national headquarters' strategic plans, including the PA strategic plans for marketing and branding through interactive communication and sharing information internally and externally.
- B. Increase visibility for squadron members and events through increased use of social media, external media releases, submissions to CAP's *Volunteer Now* and the Idaho Wing Publication, and squadron website.
- C. Establish a unit website that meets and/or exceeds the internal and external PA needs and general information needs as directed in CAP regulations.
- D. Promote support and encourage participation for wing/group/region/national hosted activities as requested.
- E. Develop a squadron PA crisis communications plan and ensure a broad understanding of duties and responsibilities in times of emergencies.
- F. Increase squadron visibility within the community through participation in community events and activities.
- G. Develop and implement an effective recruitment and retention plan.
- H. Establish a procedure to allow and encourage ongoing member comments and suggestions pertaining to the operational needs of our squadron.

V. Public Affairs Goals and Strategies

The squadron PAO has set the following goals for the unit's PA program. Each goal is described, the measures of success are provided, and each goal lists which objective(s) it supports. The goals will be tracked by the PAO and reported to the squadron commander.

- **Goal # 1: The squadron will have an active, trained PAO progressing in the PAO specialty track and complying with CAPR 190-1 through active recruitment and training.**

Measure of Success: The current squadron PAO does not hold a rating in the public affairs specialty track. This goal will be successful when the assigned PAO is actively training and progressing in the PAO specialty track.

- **Goal #2: Progression through the PAO specialty track requires PAOs to train as PIOs; therefore, the PAO will be either qualified as a PIO or actively training to become a PIO.**

Measure of Success: The current squadron PAO is not a qualified PIO. This goal will be successful when the assigned PAO is qualified or training as a PIO.

- **Goal #3: The PAO will create an annual public affairs plan detailing the objectives and goals for the upcoming calendar year and will also create an annual crisis communications plan for the upcoming calendar year. The plans, each approved by the squadron commander, will be submitted to the wing PAO no later than October 15th of each year.**

Measure of Success: This goal will be successful when the PAO has submitted both an approved annual PA plan and an approved annual crisis communications plan by **October 15th of each year.**

- **Goal #4: The PAO will review the goals from the previous year's public affairs plan, evaluating each goal's effectiveness and determining its success. This evaluation will be submitted with the upcoming year's annual public affairs plan to the wing PAO no later than October 15th of each year.**

Measure of Success: This goal will be successful when the PAO has evaluated the effectiveness and success of the previous year's public affairs goals and submitted the evaluation to the wing PAO no later than October 15th of each year.

- **Goal #5: Recruit a cadet for the position of cadet PAO by October 30, 2018.**

Strategy: Use social media, the squadron's newsletter, website, and meeting announcements to promote the position.

Measure of Success: This goal will be considered successful when there is an assigned cadet PAO by October 30, 2018.

- **Goal #6: Increase external public awareness of Civil Air Patrol and its accomplishments.**

Strategy: The PAO will issue a minimum of two media release to local external media about the squadron's community involvement, missions, and activities per year. Additionally, at least two presentations will be made during the year to an outside organization, (i.e., schools, civic organizations, etc.) by a senior/cadet/pilot or all three (depending on the audience) about CAP.

Measure of Success: This goal will be successful when at least two media releases are submitted to local external media during each year and at least two presentations are made

during the year.

- **Goal #7: Establish, maintain, and monitor a squadron website.**

Strategy: Working with the commander and the IT officer, the PAO will establish a website and review the site weekly to assure current and accurate information is available to the public and squadron members.

Measure of Success: This goal will be successful when the squadron has a current and accurate website, with content checked on a weekly basis by the PAO to ensure accuracy and compliance with CAP regulations.

- **Goal #8: Promote the squadron and Civil Air Patrol through the production of one short video to be uploaded to YouTube or the Squadron Facebook Page.**

Strategy: The squadron PAO will produce a short video promoting the squadron and Civil Air Patrol.

Measure of Success: This goal will be successful when the video is uploaded for public viewing to YouTube or Facebook.

- **Goal #9: Increase internal wing, region, and national awareness of squadron activities.**

Strategy: Submit a minimum of two articles per quarter to the wing newsletter highlighting the squadron's community involvement and/or activities during the year. Articles will also be submitted to NHQ's online *VolunteerNow* for consideration.

Measure of Success: This goal will be considered successful when a minimum of two articles each quarter are submitted to the wing newsletter and CAP NHQ's *VolunteerNow*.

- **Goal #10: Establish and maintain a squadron newsletter with the assistance of a cadet PAO.**

Strategy: Publish a bi-monthly newsletter to update squadron members on unit activities, promotions, etc. The PAO will act as the editor and monitor senior contributions and the cadet PAO will serve as assistant editor to monitor the cadet contributions.

Measure of Success: This goal will be successful when at least six newsletters are produced and distributed during the calendar year.

- **Goal #11: The PAO will increase the visibility of the squadron, its members, and its events through an increased online presence with social media.**

Strategy: The PAO will actively promote the squadron through regular postings on Facebook. Additionally, these postings will favor driving traffic to squadron and additional

civil air patrol related websites whenever possible through links.

Measure of Success: This goal will be considered successful when the squadron's official Facebook account has a minimum of one posting weekly. The PAO will track likes and followers on social media with a goal to increase these numbers.

- **Goal # 12: The squadron PAO, commander, and staff will embrace CAP national headquarters' branding initiatives by using the tools and templates provided on the CAP NHQ PA website.**

Strategy: NHQ PA has distributed a branding master plan and resource guide, including templates for signature blocks, business cards, media releases, and other tools used by PAOs. Squadron members will incorporate CAP branding into their official CAP endeavors by utilizing the CAP signature block and other branding initiatives recommended in the NHQ resource.

Measure of Success: The PAO, commander, and staff, will use CAP recommended branding resources, including the official signature block for all squadron communications.

- **Goal #13: The squadron will promote its activities and recruitment within the community by hosting an open house.**

Strategy: Working with the senior and cadet staff, the PAO will assist in planning and holding one squadron open house during the calendar year. The open house will feature displays and demonstrations of all three CAP congressionally mandated missions.

Measure of Success: This goal will be successful when the squadron has conducted one open house in the calendar year.

- **Goal #14: The PAO will update the wing PAO during the year.**

Strategy: A PAO update will be submitted quarterly to keep the wing PAO apprised of their squadron's involvement with the community, needs, and/or public relations activities.

Measure of Success: This goal will be successful when the PAO has submitted an update to the PAO at the next echelon at the scheduled times.

VI. Summary

This plan provides an overview of the current squadron public affairs program, observations of the current PA environment, and goals and strategies for the program for the upcoming year. It is not meant to be a final plan, but one that will evolve as needed.

VII. Annual Review

This plan will be reviewed each year in September for submission to unit command in October. This will consist of a comprehensive review of the PA program, its successes, failures, areas for improvement and update goals/objectives for the next year.

VIII. Promulgation

Upon approval of the squadron commander, this plan will be communicated to the Idaho Wing PAO via email and posted to the public affairs section of the squadron website.

Submitted and Approved: 22 August 2018

Michelle Martin, 1st Lt. CAP
Commander, Nampa Composite Squadron