



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



Public Affairs Plan 2020

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 by 1st Lt. Anthony Akins, Public Affairs Officer and approved by 1st Lt. Michelle Martin, 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 January 1, 2020, the Nampa Composite Squadron has 73 members (28 adults and 45 cadets). The squadron has one public affairs officer (PAOs) on the membership roster. Cadets can be further broken down as 42 active Cadets, three Cadets who are inactive, one due to attendance of college out of the area, one due to sporting conflicts and the other temporarily out of the region for a specialty school. On the Senior Member side, of the 28 dues paid members, 24 are active at least part of each year. One is a cadet sponsor member that assists with chaperoning or other functions as needed but prefers to commit on a limited basis. The other three are Patron Members, who do not participate but, by their dues, help support the program.

The squadron headquarters are responsible for oversight in program management and coordination to complete organizational missions. In refining our 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 Municipal 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 Parma Fire Department. The unit has participated in joint-training exercises with area responders and has been asked to plan future exercises with those agencies. The unit fostered a relationship with the City of Eagle Library to offer aerospace education and a recruitment channel during the library summer educational series for elementary and middle school children.

- **Weaknesses:** Although the unit does have an aircraft assigned to it, it only currently has one mission rated and orientation flight rated CAP pilot, making aircrew training more difficult for the members.
- **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 aid and or obtain personnel willing and qualified to pilot the assigned aircraft both for mission and orientation rides to cadets.
- **Opportunities:** The squadron is centrally located within an active community surrounded by vast tracts of public lands and one of the fastest growing metro areas in the U.S. and enjoys ample opportunities to become involved in local events, either as volunteers or fundraisers. The unit is located within a reasonable distance of an active duty Air Force base and National Guard installations. Military leadership at the respective installations are open to partnering with the squadron for events and welcome participation in training opportunities. The local area has a substantial recruiting market, with more than a dozen high schools and middle schools. The squadron currently has one transport pilot that is working on his mission rating and four seniors that are privately licensed pilots working on their CAP pilot credentials. Each of the four hold or are intently training for advanced ratings from instrument to CFI. Additionally, the squadron is actively cultivating our relationship with Southwest District Health to provide assistance in disaster response for both exercise and real-world events.
- **Threats:** The squadron is quickly outgrowing our current allotment of space within our shared building. Our real estate and building have room for expansion and there are self-evident opportunities to move the squadron from good-to-great but optimization is hampered by personality differences and tensions with our co-tenant. The unit's cadet program is bottom heavy and faces struggles with keeping appropriately mature and trained cadet staff to provide mentoring to younger cadets.
- **Major Events:** The squadron supports the Idaho Wing cadet orientation flight program using the pilots from within the wing. Several members support the annual cadet encampment as staff and subject matter experts. The unit leads planning and coordination of a multi-agency search and rescue event in March of each year with area first responders. Each April, we also host a multi-squadron communications training event in support of a high-profile Boy Scouts Competition Camp.

Summary

The squadron PAO and commander currently support internal media needs through the unit's Facebook page. A readily searchable domain name and interactive website has been established. In 2019, the unit strengthened our outreach program, refreshed contacts with local media and community officials and leveraged opportunity to positively expand our visibility within the community. The PAO will continue to progress through the PA specialty track. Cadets interested in Public Affairs are encouraged to pursue additional training opportunities and implement a cadet PAO program. The PAO will strengthen adherence to best practices in documenting members, activities, and events of the unit for historical purposes.

III. Effectiveness of 2018-2019 Goals

- 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.

Analysis: Successful. The unit PAO has completed the CAP public affairs technician rating. The unit PAO is a professionally trained public affairs officer for a county fire department in a large media market.

- 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

Analysis: Successful. Having completed CAP public information officer technician rating. The unit PAO will undertake efforts to train and mentor senior and cadet PIO staff consistent with internal interest levels and unit goals.

- 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.

Analysis: Successful. Plans were submitted to the Idaho Wing Public Affairs officer. However, plans were submitted in accordance with the Wing deadline of January 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.

Analysis: Successful. The review process was included in the plans that were submitted to the Idaho Wing Public Affairs officer. However, plans were submitted in accordance with the Wing deadline of January 15th of each year.

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

Analysis: Successful. A cadet was assigned the position of cadet PAO to assist with the creation and posting of squadron social media Instagram site.

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

Analysis: Successful. The squadron was featured on two featured televised news broadcasts by KBOI2 (CBS affiliate) highlighting our aerospace programs, cadet programs and squadron pilots. The squadron presented information about the unit to the City of Eagle

Library and CWI STEM summer day camp.

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

Analysis: Successful. The squadron has a functional and regularly updated website.

- 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.

Analysis: Successful. The squadron created a short music/lip-sync video that was uploaded to Facebook. Additionally, multiple short videos were featured on our Facebook page that were created by KBOI2 highlighting our squadron.

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

Analysis: Partially successful. Articles were submitted and published by the Wing publication magazine. No articles were submitted to the national publication; However, a Nampa Squadron cadet was featured in the national publication and having completed her private pilot licensure.

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

Analysis: Not successful. No newsletters were created. The commander continues to send out weekly updates and the website is utilized to provide up to date information.

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

Analysis: Successful. The squadron PAO ensures that fresh posts are made to the squadron Facebook page each week.

- Goal # 12: The squadron PAO, commander, and staff will support CAP/NHQ branding initiatives by using the tools and templates provided on the CAP/NHQ-PA website.

Analysis: Successful. The squadron is utilizing NHQ templates for official correspondence and branding of online media.

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

Analysis: Modified. The squadron has not hosted an open house. However, it has hosted several "Bring-a-Friend" events which have successfully increased cadet membership by roughly 24 percent.

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

Analysis: Successful. The unit PAO has updated the Wing PAO as necessary throughout the year.

IV. Public Affairs Objectives

Nampa Composite Squadron has established the following public affairs objectives for 2020:

- 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 recognition of squadron members through increased use of social media, external media releases, submissions to CAP's *Volunteer Now* and the Idaho Wing Publication, and squadron website.
- C. Promote support and encourage participation for wing/group/region/national hosted activities as requested.
- D. Ensure a broad understanding of the unit crisis communications plan and member duties and responsibilities per that plan in times of emergencies.
- E. Increase squadron visibility within the community through participation in community events and activities.
- F. Develop and implement an effective senior recruitment and retention plan.
- G. Establish a procedure to allow anonymous 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 at all times.**

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 current PAO has achieved technician rating in his 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 CAP PIO. This goal will

be successful when the assigned PAO is qualified or has made advancement in his training as a CAP 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 January 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 January 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 January 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 January 15th of each year.

- **Goal #5: The unit will begin posting "member stories" video clips on our social media and website to promote member achievements and excitement for CAP.**

Strategy: Utilize Facebook and squadron website to post video. Work with Deputy Commander of Cadets and Deputy Commander of Seniors to schedule new featured member each week.

Measure of Success: This goal will be considered successful when at least two featured videos are posted each month to one or both of the squadron's online media.

- **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: Maintain and accurate and current squadron website promoting upcoming events and needs of the squadron.**

Strategy: Working with the commander and the IT officer, the PAO will ensure that current and accurate information is available to the public and squadron members via the squadron established website.

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 wing awareness of squadron activities.**

Strategy: Submit at least one article per quarter to the wing newsletter highlighting the squadron's community involvement and/or activities during the year.

Measure of Success: This goal will be considered successful when a minimum of one article each quarter is submitted to the wing newsletter.

- **Goal #10: The PAO will continue to 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 #11: 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 #12: The PAO will update the wing PAO during the year.**

Strategy: A PAO update will be submitted when necessary but at least twice per year to keep the wing PAO apprised of their squadron's involvement with the community and 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 December for submission to unit command in January. 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 effective: 1 January 2020

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Approved effective: 1 January 2020

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