



Virginia Council of Chapters

Strategic Plan

2022-2024

Ref (A) MOAA Strategic Plan 2022-2026

Ref (B) MOAA Council and Chapter Policies and Procedures Guide

Ref (C) MOAA Executive Council Meeting 31 October 2021

Ref (D) VCOC By Laws dated 15 October 2015

VCOC Executive Committee Membership: Col Boyd Nix, USAF (Ret), CDR Linc Smith, USNR (Ret), COL Monti Zimmerman, USA (Ret), LtCol Jim Stephan, USAF (Ret), COL Vince Cammarata, USA (Ret), LtCol John Down, USAF (Ret), CDR John Prevar, USN (Ret), Maj Sherry Ferki, USA (Ret)

Executive Summary

The Virginia Council of Chapters (VCOC) 2022-26 Strategic Plan establishes and articulates the VCOC Board of Directors' strategic vision, mission, values, goals, and specific supporting objectives and strategies to accomplish the VCOC mission. A key overarching vision of this plan is the long term viability of the Council.

Vision: The long term viability of VCOC and the MOAA motto: "Never Stop Serving."

Mission: VCOC betters the overall well being of its member chapters, supporting and serving 17 member chapters, advocating legislation pertaining to active duty, retired, former military members, uniformed service members, families and surviving spouses. VCOC enhances the image of America's uniformed services in the Commonwealth of Virginia.

Values: Service, Leadership, Diversity, Professionalism.



A. Current Activities and Business Model

The Virginia Council of Chapters (VCOC) of the Military Officers Association of America (MOAA) is incorporated with State Corporation Commission, Commonwealth of Virginia. VCOC is a non-partisan, non-profit organization, chartered as a State Corporation in the Commonwealth of Virginia. Consisting of 17 MOAA chapters, VCOC numbered 2218 members as of October 2021.

VCOC MOAA members also serve in leadership positions on Virginia boards, commissions and councils and other veterans' organizations, such as The American Legion and Military Order of Purple Heart. VCOC is one of the 25 Veterans Service Organizations serving on the Virginia Joint Leadership Council (JLC), which pursues state legislation beneficial to veterans.

VCOC works in Virginia to further the goals of national MOAA and the local chapters. By charter, MOAA and affiliated councils and chapters are nonpartisan. VCOC meets quarterly, also on an as-needed basis. A Chapter "VCOC Rep" is designated by each affiliated chapter. The chapter President, VCOC Rep, Legislative Rep, and other interested leaders of VCOC and affiliate chapters are all welcome at VCOC meetings and events.

On an annual basis, VCOC participates in three legislative events. First, advocacy at the State level in Richmond. Second, MOAA "Advocacy in Action" at the Federal Level. Finally, the annual VCOC Congressional Appreciation Luncheon.

B. The Commonwealth of Virginia Environment

VCOC addresses challenges specific to the uniformed services as well as other military organizations in Virginia. Veterans of World War II, Korea, Vietnam, the Gulf War, and the Iraq and Afghanistan campaigns have supported VCOC since inception. We need their continued support.

Future VCOC members will be drawn from a smaller, more diverse, inclusive pool of eligible officers and surviving spouses/spouses of MOAA chapter members, who see membership value differently than previous generations. With the 21st century military, future members will arrive from a different service experience, with differing expectations from predecessors.

The motives of camaraderie and being with their peers, are moving to that of hands-on charitable activities.

Today, many Virginia families rely on dual incomes. In contrast to previous generations, today's military officers encounter more complex factors, when attempting family and financial future.



VCOC's future mandates the Council support its current members and surviving spouses, also expand member base. Paramount is increased outreach to currently serving members, along with tailoring of the Council to membership, reflecting the military of today and tomorrow. VCOC will seek outreach into the local community, in order to strengthen VCOC's effectiveness as a Council. Focus will be on both those who have served, and those who are currently serving, along with surviving spouses/spouses and their families.

The COVID-19 pandemic accelerated virtual tools and the abilities of many Virginians to utilize virtual forms of communication. VCOC must continue to adapt to meet future members' needs in a technologically advanced and socially connected Commonwealth. The key to future success will be VCOC ability to leverage innovation and technology. Video, digital, and social media platforms are key to this effort.

Moreover, VCOC must demonstrate value to membership in a highly competitive marketplace. There are numerous other non profit organizations in Virginia dedicated to serving veterans and their families.

C. Goals, Supporting Objectives and Associated Strategies

Improve legislative effectiveness, national and state

Improve recruiting - members and leaders. What is in it for the member?

Active public affairs - seeking to how we communicate internally and externally with all members, irrespective of generation.

Improve vitality and excellence of chapters

Chapter and Surviving Spouse Support - taking care of our people

D. Strategic Priorities

Advocacy: State and Federal relationships

Membership: social events, involvement, recruitment, retention, record keeping

Membership Support: Personal affairs and surviving spouse issues

Community Support: fostering chapter awareness of local military and local community activities

E. Summary

VCOC has earned recognition for advocacy success in Virginia. VCOC remains dedicated to this goal. As organizations across Virginia are challenged with membership growth and

revenue, VCOC is in a unique position to serve the chapters and grow the MOAA Brand with the newest generation of service members/surviving spouses, veterans and their families. VCOC believes this strategic plan compliments the over-arching vision of the long term viability of the Council and the MOAA motto of "Never Stop Serving."