



## ***Council Activities Workshop***

**Purpose:** To present and discuss the many activities that Navy League councils can initiate to support the Mission and Goals of the Navy League.

### **Learning Objectives:**

1. To understand the variety of council activities available.
2. To identify the linkage between the Navy League's Mission and Goals and council activities.
3. To present a basic council activities selection that meets minimum activity.
4. To review council guides for developing an action plan for implementing a Ship/Unit Adoption, Family Support and Youth Program.
5. Develop an implementation plan for basic council activities in your council.

- Agenda:**
1. Discuss the resources available to a Council Board of Directors for initiating various activities.
  2. Discuss the Navy League's Mission and Goals and link to council activities.
  3. Identify basic council activities to achieve NLUS goals.
  4. Review three NLUS Guides - Ship/Unit Adoption, Family Support and Youth Programs.
  5. Finalize action plans.

**Limit:** 1 Hour

## **Overview**

Navy League councils have historically supported a variety of activities, although few council leaders have evaluated their activities against those of active, growing councils. This workshop will review activities available to Navy League councils, share the activities conducted by successful councils, and review the resources available to council leaders for planning an increased level of activity.

## **Council Resources Available**

Council resources are available on the NLUS website at [http://www.navyleague.org/councils/council\\_resources.php](http://www.navyleague.org/councils/council_resources.php). The resources used for initiating new programs generally fall into two categories: Council Guides and Council Workshops. Each of these resources is summarized below.

**Council Workshops.** The Senior Director of Regional Activities normally delivers council workshops at your council's location. There is no cost to the council for this service. The following workshops involve programs:

- Energizing Your Council
- Grant Writing Workshop
- Grassroots Legislative Initiative
- Recruiting Community Affiliate Members

Most council leaders will find the Council Guides more specific for activities.

**Council Guides.** Council Guides give specific guidance for establishing a new program, or expanding an existing program, in your council. The following guides (all types, including program guides) are available:

- Business Awareness Guide
- Council Formation Guide
- Council President Turnover Guide
- Council Public Education Seminar Guide
- Council Ship Visit Planning Guide
- Event Planning Guide
- Highline Guide
- Hosting National NLUS Meetings Guide
- International Council Operations Guide
- Legislative Affairs Guide

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- Membership Recruitment Guide
- NLUS Newsletter Editors Guide
- Nominating Committee Guide
- Non-profit Grant Writing Guide
- Public Education Guide
- Retention Guide
- Sea Service Family Guide
- Ship Adoption Guide
- Ship Commissioning Guide
- Welcoming New Members Guide
- Youth Programs Guide

To assist your Board of Directors in selecting new programs to initiate, focus on the Navy League's Mission and Goals.

### ***Mission***

The mission of the Navy League has been consistent for over 100 years:

***"A civilian organization dedicated to informing the American people and their government that the United States of America is a maritime nation and that its national defense and economic well being are dependent upon strong sea services - United States Navy, United States Marine Corps, United States Coast Guard and United States Merchant Marine."***

### ***Goals***

The Navy League accomplishes its mission by focusing its efforts on meeting four goals:

- 1. Educate national leaders and the nation.**
- 2. Support the men and women of the sea services.**
- 3. Provide assistance to the sea services.**
- 4. Support youth programs.**

Council activities can be aligned with NLUS goals by focusing on programs that directly link: Adopting Ships/Units (Goal #2), Sea Service Family Support (Goal #3) and Youth Programs (Goal #4).

Let's look at the Council Guide for each activity.

**Ship Adoption Guide.** Adopting ships and units is an excellent way to support the men and women serving in the sea services. The adoption process follows the following steps:

1. Select candidate ships and units. Navy ships, Coast Guard cutters and Military Sealift ships are all possible candidates. Ships and units that have already been adopted are listed on the website [http://www.navyleague.org/councils/adopted\\_ships.php](http://www.navyleague.org/councils/adopted_ships.php). Although there is no "rule" prohibiting more than one council from adopting a ship or unit, there are a large number of ships, cutters and units that have not been adopted by a NLUS council, so councils are encouraged to avoid multiple adoptions of a single ship or unit.
2. Contact the Commanding Officer. The Commanding Officer or Officer-in-charge of the ship or unit is contacted to discuss the possible adoption.
3. Negotiate mutual support. The council president and the Commanding Officer should agree on the services each will provide to the other. Examples of mutual support are listed in the Guide. Council Boards should ensure that adequate funding is available to execute the service commitments.
4. Conduct the Adoption Ceremony. An adoption certificate (blank) is available from Membership Services at NLUS HQ. The wording should be by mutual agreement. Normally, a reception is held at the ship or unit to complete the adoption process.
5. Provide ongoing support to the adopted ship or unit. Commanding Officers normally serve for only two to three years, so the council must reach out to the new commander before the change of command to ensure the relationship continues.

**Sea Service Family Support Guide.** Family support can be provided in many ways. Several council support Operation Homefront, our partner who supports families of deployed service members through local chapters located in many communities with military personnel in residence. Other councils focus their family support activities on the local Fleet & Family Support Center (Navy) or Integrated Support Center (Coast Guard), where family support programs are organized that can be supported by council members. A third focus is on families of local reserve personnel, many of who have been recalled. Naval Operational Support Centers are used as the site for these activities. Basically, there are active or reserve military families in

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almost every community in the United States; many of them need support from their local Navy League council.

Examples of family support activities are listed in the Guide.

**Youth Programs Guide.** The Naval Sea Cadet Corps (NSCC/NLCC) was founded as the Navy League's Youth Program and was chartered by Congress on September 20, 1962. Navy League youth programs also include the Navy Reserve Officer Training Corps (NROTC), Junior Reserve Officer Training Corps (JROTC) in high schools across the country, and other local youth programs that support our focus "The youth of today are our leaders of tomorrow". Examples of the type of support that councils can provide are in the Guide. Many councils start a scholarship fund for their sponsored youth groups; councils should also promote the Navy League and NSCC national scholarship programs. Council volunteers can also support sponsored youth programs with their "time and talent", not just funding. Youth leaders often need assistance with accounting and legal issues, fundraising, publicity and business acumen, all of which may be available in your council. Finally, the NLUS Operations Manual describes the National Youth Program Awards (Part 2, Section VI). Councils should promote these awards, which include the Youth Medal and the NSCC awards for adult leaders, units and individual cadets. All councils should be providing the Navy League's Youth Medal, called the Theodore Roosevelt Medal, to JRTOC and NSCC youth selected by their leaders.

**Next Steps.** The following exercise is provided for a Council Board of Directors to assess their current level of NLUS goal support and to start the process of expanding goal support.

To complete the exercise, a review of **brainstorming** is needed. Structured brainstorming has three phases (steps):

1. Generation
2. Clarification
3. Evaluation

Brainstorming is *always* conducted to answer a question. The question is written on the easel pad or board so that the group can focus on possible answers. A facilitator controls the process and a scribe captures responses. Here's the process:

**Generation:** During the generation phase, we want to collect the ideas of the participants in the quickest, most efficient manner possible. We accomplish this objective by following the **Rules of Brainstorming:**

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- Only one person may speak at a time.
- All ideas are recorded on an easel or board and kept visible to everyone.
- Express your idea using the KISS principle (keep it short and sweet).
- Each person contributes only one idea when it is his or her turn.
- Everyone is given a turn in sequence.
- It's OK to pass if you can't think of another idea.
- Don't repeat ideas already listed.
- Build on the ideas of others.
- **No criticism or discussion of ideas as they are being generated!**

**Clarification:** The clarification phase gives everyone an opportunity to ask questions about any idea listed. The objective of this phase is to ensure that everyone has the same understanding of the idea that has been recorded.

**Evaluation:** The evaluation phase gives the group an opportunity to combine ideas that are similar and eliminate ideas that don't appear to fit the question.

### **Exercise**

***Purpose:*** *To prepare a list of programs your council supports or could initiate and link each to an NLUS Goal.*

- Action:***
1. *List the programs your council currently supports on a whiteboard or easel pad.*
  2. *Review the four goals of the Navy League. Identify which goal each existing program supports.*
  3. *Brainstorm possible new programs using the question "What new programs support the Navy League's goals?" After evaluation, add proposed new programs to the worksheet below.*
  4. *Determine what action is necessary to implement each proposed new program (5W1H = Who, What, When, Where, Why and How?).*
  5. *Complete an action plan to obtain resources (people, facilities, funding) to implement any new programs selected.*

***Limit:*** *This exercise should take 45 minutes.*

