



# Navy League of the United States Minnesota Council



## 2022/2023 Strategic Focus Areas

### ENHANCE MORALE OF SEA SERVICE PERSONNEL

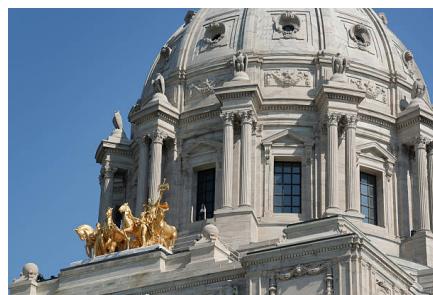
- Support Active Duty and Reserve Units (NTAG, NOSC NROTC)
  - Provide support for Annual Birthday Ball and other events.
  - Establish relationships with Marine units in Minnesota (i.e., Reserves, Recruiters)
  - Establish closer relations with Coast Guard units
  - Establish relationships with Merchant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