

NNOA STRATEGIC COMMUNICATIONS PLAN FOR 2012-2013

Executive Summary for NNOA Chapters

NNOA MISSION

To enhance Sea Service operational readiness by providing professional development, mentoring, and recruiting in an effort to achieve a diverse officer corps that reflects the demographics of the Nation.

NNOA VISION

“Strengthening of a diverse senior officer corps to enhance operational readiness in the Sea Services.”

NNOA GUIDING PRINCIPLES

We are:

*A professional association comprised of active duty, reserve, retired officers, and civilians that seek diversity and inclusive membership.
Entrusted to treating everyone with dignity and respect.
Committed to honest, effective, and open communication.
The benchmark for supporting diversity in the Sea Services.*

We will:

*Achieve our Mission and Vision through service and accountability.
Support the Sea Services to achieve their recruitment, retention and readiness goals.
Strive to leverage information technology and emerging resources.*

NNOA GOALS

Goal 1: Communication - Execute a Strategic Communication Plan to disseminate timely and accurate information.

Goal 2: Membership - Attract Individuals, Partners and Organizations to support the Mission.

Goal 3: Organizational Efficiency- Continuously assess and evaluate structure, processes and effectiveness.

Goal 4: Financial Stability - Sustain funding to maintain organizational viability.

NNOA PUBLIC AFFAIRS MISSION

Inform and educate internal and external audiences about the NNOA mission, capabilities and successes through cost-effective, efficient and timely communications.

NNOA COMMUNICATION GOALS

Goal 1: Continue to educate the membership and their families for a collective understanding of the mission, vision and goals of NNOA.

Goal 2: Inform the general public of the critical, multi-faceted role of NNOA in support of our Nation's military.

Goal 3: Raise awareness among membership and top-level leadership of the NNOA mission and significant contributions to the Sea Services.

2012-2013 STRATEGIC COMMUNICATIONS PRIORITIES

<p align="center">Ensure message alignment across the NNOA</p>	<p align="center">Improve members understanding of NNOA mission, vision and goals</p>	<p align="center">Engage senior leadership</p>	<p align="center">Increase effectiveness of NNOA outreach activities</p>	<p align="center">Increase public awareness of the NNOA mission</p>
<ul style="list-style-type: none"> - The National PAO will maintain and update NNOA key messages and themes to ensure consistency of communications throughout the organization. - The National PAO will facilitate external requests for information from media or other sources. Media requests for chapter officer/member interviews shall be coordinated with assistance of chapter PAOs. - The National PAO will ensure consistency of messaging in the development of organizational briefings prepared for NNOA key leader delivery to internal and external audiences. - The National Public Affairs Committee, chaired by the National PAO, will develop the NNOA organizational brief. 	<ul style="list-style-type: none"> - The National PAO will use the “Meridian” to provide pertinent updates and messaging for members and major commands. - The Regional Vice Presidents will use chapter visits as a means to keep the chapters informed of current and upcoming NNOA priorities. - The Board of Directors will conduct chapter engagements to assess the level of understanding amongst the organization. - The National and chapter PAOs will use the national, chapter websites and social media websites to provide informational updates to the organization membership and potential members. 	<ul style="list-style-type: none"> - The Board of Directors and chapter officers will use opportunities during meetings and in-briefs with senior leaders within the Military Services, to promote key NNOA messages. - The NNOA BOD will encourage remarks by speakers at professional conferences, military schools and other external events highlight appropriate NNOA messages. - Annually conduct a survey of major commands to determine the awareness of NNOA. 	<ul style="list-style-type: none"> - Coordinate NNOA participation at NROTC and local recruiting opportunities. - Chapter officers will engage key influencers within the local community to provide an informal setting to build relationships. - The Board of Directors and chapter officers are encouraged to deliver speeches or public addresses at local area events when feasible to highlight the NNOA leadership and outreach. - Coordination for any publicized event will be made through Chapter PAOs. - Chapters will engage the local community through community relations events and programs. 	<ul style="list-style-type: none"> - The National PAO will ensure all messaging contained on the NNOA public website presents the viewers with an informative, consistent and professional presentation. - Board of Directors and chapter officers will conduct media interviews with local and/or regional media when feasible and appropriate. - The National PAO will liaison with the media, both print and broadcast, to enhance the dissemination of NNOA messaging.