Society of SAME American Military Engineers

SAME Centennial Celebration Plan

May 2018 to May 2021

Hello Jacksonville Post



SAME Centennial Celebration Plan

May 2018 to May 2021

OUTCOME: The overall expected outcome of SAME's 3 year long Centennial Celebration is to set the stage for and gain momentum going into SAME's second century of service to our nation.

PHASES:

PHASE I: *The Run to 2020 and Beyond* (May, 2018 - May, 2020): *increase member participation in and enthusiasm for SAME by getting members involved in centennial activities at the post and national levels – ultimate result is long term active participation, especially at the post level, in SAME because of the positive experience with the centennial.*

PHASE II: *National Kick-Off Celebration* (27-29 May 2020): *at JETC 2020 in Washington, DC, formally signal the end of our first century and beginning of our second century; celebrate the important juncture in our history by conducting a memorable national Centennial Society Ball on 29 May 2020.*

PHASE III: *Post Celebrations* (May 2020 - May 2021): *focus on posts for the first year of our second century by highlighting post celebrations of what is important to them and their local stakeholders; use the 1919 Eisenhower convoy as a virtual thread to tie post celebrations together nationally – simply to underscore SAME's and our military's contributions to our national infrastructure and to the development of our profession.*

CONTEXT: To fully understand our history, our future and the importance the three-year Centennial Celebration … **READ pages 1-5. 9, and 78-95 of the *World War I Commemorative Edition of TME*!!**

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May 2018 to May 2021

Today we are in the "SPRINT TO THE START" of our SECOND CENTURY

PHASE I: *The Run to 2020 and Beyond NOW* (November, 2019 - MAY, 2020):
increase member participation in and enthusiasm for SAME by getting members involved in centennial activities at the post and national levels – ultimate result is long term active participation, especially at the post level, in SAME because of the positive experience with the centennial.

***Over Half of Phase I is gone**, what have you done thus far and what do you have to accomplish?*

- *You all appear to be involved in **Industry-Government Engagement***
- *How will you improve the **transition for Veterans entering the Industry***
- *How are you **Developing Industry Leaders for our Second Century***
- *How will you continue to **Grow Our STEM Pipeline (K-12, Camps, College Outreach, YM)***
- *What will you add to our **Collaborative efforts to Build America's Resilience***
- ***Have you contacted the Society Partners**, we have 30+, do you know their and your History*

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What happened at 2019 JETC?

- **2025 Strategic Plan: 1st draft received Board review and comments and will be ready for Post Leader comments at the August PLW – Final @ SBC**
- **1st National LDP Class of 2020 began the year long activities which will bring them to completion in Washington D.C. at JETC 2020**
- **Centennial Task Force and Centennial Commission began to take shape with their missions: What is the difference?**
- **Your Academy of Fellows are now Committed to guiding the Posts. 2019 Class chose their Passion and Commitment they will follow – the other 800 now will choose theirs.**

SAME Centennial Celebration Plan

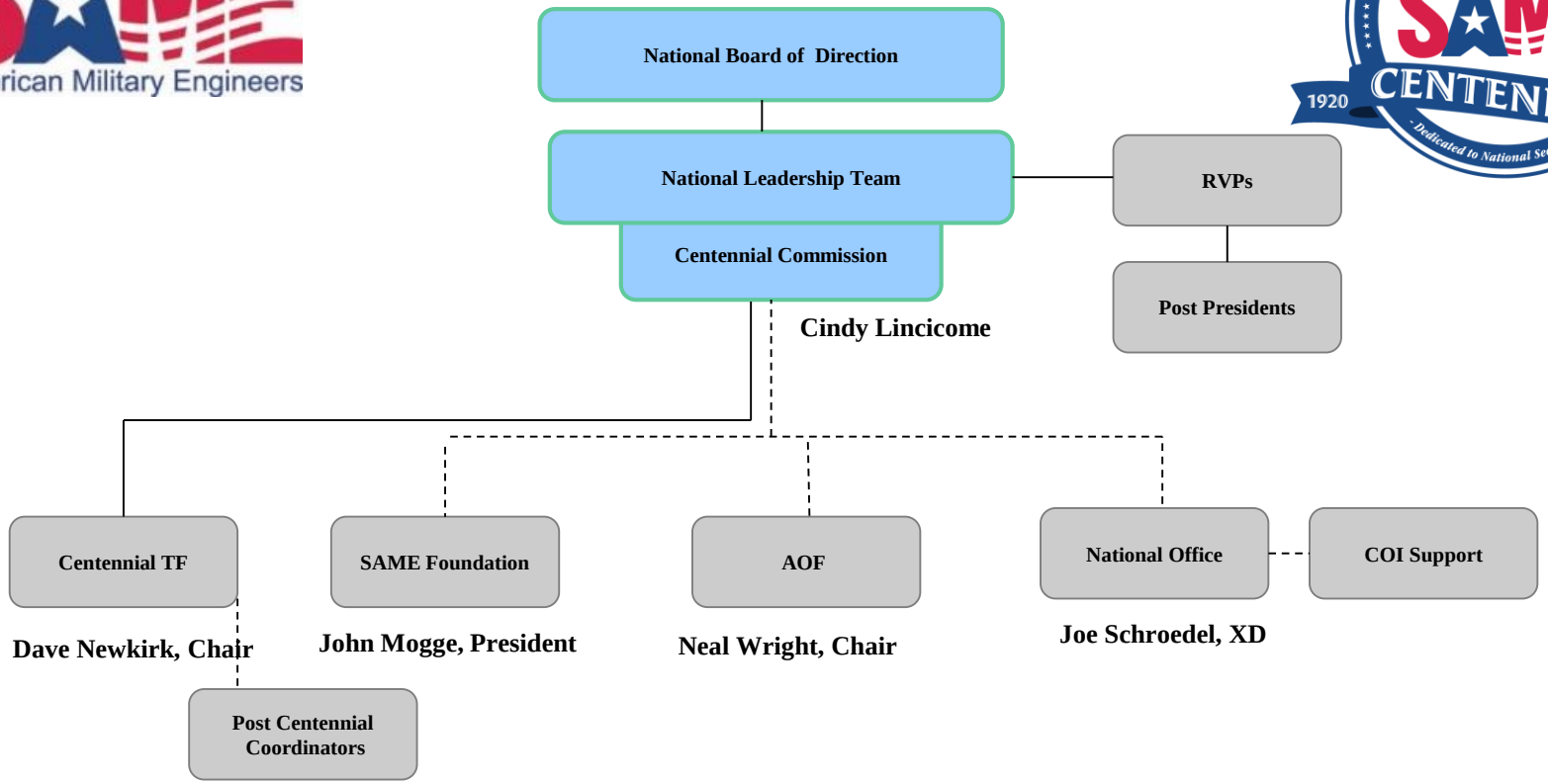
May 2018 to May 2021

Today we are in the "SPRINT TO THE START" of our SECOND CENTURY

What happened before and at 2019 PLW?

- **AOF Nominations: Were individuals ready in Jacksonville? 50 were submitted. Selection will be made by Christmas.**
- **The PLW focused on MEMBERSHIP: My questions to you are how many committees do you have that are "Committees of One" and does your Membership Committee track "numbers" or bring in members?**
- **2025 Strategic Plan: Did you provide any input?**
- **Centennial Task Force and Centennial Commission began to take shape with their missions: Who is your Task Force Liaison?**
- **Who is your Post Fellows? Are they members of your Board?**

Centennial Communications and Coordination



Primary Focus:

Role of Commission: Part of the National Leadership Team; National Coordination of Centennial Activities
National Office: Overall Management of Centennial Celebration; Phase II (JETC 2020) planning and execution; further COI role as extension of national office by involving COI's in centennial planning and execution
SAME Foundation: LDP Implementation (first graduation at JETC 2020); Foundation Fundraising Campaigns; Special events at JETC 2020 as desired
AOF: AOF Action Plan Implementation (Fellows focus now is to support posts); LDP Implementation; Reset Fellows Investiture to JETC in 2020; Special Fellows events at JETC 2020 as desired
Centennial TF: Dialogue w/ Post Centennial Coordinators – share Phase III plans among posts, keep leadership and members informed of centennial activities

SAME Centennial Celebration Plan

PHASE I
May 2018 to May 2020



PHASE I: *The Run to 2020 and Beyond* (May 2018 - May 2020):

OUTCOME: Increase member participation by engaging members in important initiatives and activities that help SAME increase the value we offer as we enter our second century.

1. **Planning and Coordination:** Establish the national centennial planning team and finalize concept for all three phases (DONE; May 2018)
2. **Centennial Logo:** design logo; begin advertising; produce logo apparel; generate awareness and enthusiasm for the Centennial (DONE; Feb 2018)
3. **National Governance and Management Review:** Complete to clarify roles (DONE; Aug 2018)
4. **Establish Leadership of Collaboration Role (2020 vision):** Fully integrate the VA into the Small Business Conference; DHS next … (DONE; Nov 2018)
5. **Establish National Leadership Team participation in Post events:** National Leadership Calendar refined and working! (DONE; Jul 2018)
6. **Develop and Implement the AOF Action Plan:** to focus Fellows on supporting posts and sustain their active commitment to SAME (DONE; May 2018)
7. **Publish *WWI Era TME Commemorative Edition*:** to help members and stakeholders understand our past, present and future as well as our Centennial Celebration (DONE; Nov 2018)
8. **Complete the archival of all TME's :** now electronically available to the public (DONE; Aug 2018)
9. **Develop and Implement a National Leader Development Program:** first program sponsored and underwritten by the SAME Foundation (DONE; Starts at JETC 2019)
10. **Launch the SAME Foundation Fundraising campaigns:** (STARTED: Letters to Members)
11. **Draft Strategic Plan 2025:** draft will be presented to BOD in May 2019, vetted with posts; finalized at **SBC 2019 in Dallas**
12. **Complete a Comprehensive Membership Review:** fix CLAS, make MEMBER EXPERIENCE WORLD CLASS … (WORKING; ON PLAN)
13. **Conduct special projects to enhance the Centennial: (Century Book)** (WORKING; ON PLAN)

SAME Centennial Celebration Plan

PHASE II
May 2018 to May 2021

PHASE II: *Centennial Kick-Off Celebration* (27-29 May 2020, Washington, D.C.):

OUTCOME: *Conduct a memorable, well-attended National Celebration of our first 100 years and officially kick off our second century.*

1. Special Centennial Coin; All Post flags present; volunteers come from all posts; Post Awards Lunch; robust training program
2. Enhancements in the exhibit hall and throughout the venue depicting our history and our future.
3. Invite participation of stakeholders and sustaining members to celebrate their achievements in the last 100 years!
4. Establish Joint Staff declaration that JETC is the premier annual joint and interagency training conference in the world; all COCOM engineers participate in Table Top Exercise and professional development training as does the right segment of industry
5. First National Leader Development Program graduation hosted by the *SAME Foundation*
6. Foundation Fund Raising Campaign
7. Recognition of Past Presidents – get national VP there (VP was the president)
8. Second Century Kick Off Ceremony (including beginning the reenactment of the Eisenhower Convoy)
9. Special Fellows recognition
10. Potential for special tours and opportunities for those who decide to use Memorial Day week to spend time in our nation's capitol; possibly a local post golf tournament
11. Investiture of Fellows moved to JETC – begins in 2020.
12. Huge Gala Ball – theme – "Supporting our Veterans"; AOF is working early selection of someone of the stature for the 2020 Golden Eagle Award; tentatively – include GED at the Centennial Ball)

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PHASE III

May 2018 to May 2021

PHASE III: Post Celebrations (May 2020 - May 2021): *Strengthen local importance of SAME Posts by leveraging relationships with local stakeholders and partners to build collaboration at the local level* ***If your Post has a significant event that you wish to celebrate before PHASE III, coordinate with National, (Charleston-July 13, 2019)***

OUTCOME: *Use the SAME Centennial to celebrate one or more Post accomplishments and as a tool for assisting posts with membership involvement in SAME.*

1. Celebrate a post level accomplishment or recurring event (that contributed to SAME) – involve partners (chapter/local level), community leaders, etc. Celebrate big events in the lives of stakeholder and partner organizations.
2. 2021. We intend to document the year of post celebrations (Century Book, possibly History channel, etc).
3. Posts create public awareness of the importance of SAME locally through their events – positive messages about collaborating with local stakeholders to produce solutions to challenges – share results with the society through the Centennial Task Force.
4. Track celebrations throughout year in *TME* and other Society News media.
5. Capture post celebrations for inclusion in the *SAME Century Book* and other industry publications.
6. With the help of Posts, develop the streamer criteria (between November 2019 and May 2020) for Strategic Plan 2025. Posts will then be in a position to develop their plans for 2021 by November 2020. New Streamer criteria go into effect in 2021 (so first submission under new criteria is January 2022).

SAME is One Society of Vibrant Posts that are relevant locally and contributing to the national direction!

SAME Centennial Celebration Plan

Summary
May 2018 to May 2021

By November 2021 …

… our Centennial Celebration has concluded …

… our <u>Century Book</u> is published, capturing national and post celebrations, but more importantly providing a guide to the future … based on our Strategic Plan …

… SAME is more widely recognized as a leader of collaboration …

… <u>and our second century is off and running!!</u>

SAME Centennial Celebration Plan

November 2019 to May 2020

It is October 30, 2019 – We have 30 Weeks or 209 days to be ready for our Second Century, BUT WHO IS COUNTING

- ***What do you need to do to be prepared?***

- ***Jacksonville is one of our ORIGINAL POSTS– SAME was founded In 1920, What will you be celebrating in Phase III***

- ***If you have the WWI issue of the TME have you read the pages mentioned on the first slide? Pages 1-5, 9, 78-95 & Just one more – Road to Montfaucon***

SAME VISION:

By 2020, SAME is recognized as the multidisciplined integrator of Military, Public, Private and Academic national infrastructure-related capabilities to produce viable solutions for America's national security

Professional Partnerships

Veteran Partnerships

STEM Partnerships

Affinity Partnerships

Society of SAME American Military Engineers

SAME Centennial Celebration Plan

October 30, 2019

ARE YOU READY

For the "SPRINT TO THE START" OF OUR

SECOND CENTURY

LET'S GET STARTED