strategic task force

"agents of change"
In the May issue of Model Aviation you may have read the article titled “We Need Your Help to Redefine AMA’s Business Strategy”. A link to review the article is provided in the next slide.

The article points out that nearly all attempts by the Executive Council and Staff to curb declining membership and decreasing revenues have had little positive impact. We believe that our best resource for bringing changes to the AMA business model should come from AMA members.

We do need your help and if you’re willing to volunteer some of your free time and knowledge to serve as an AMA Task Force team leader or team member you will be ensuring for the future of the Academy and the sport of aeromodeling.

The rest of this presentation provides additional insight and details of the roles and relationships of the Task Force teams and members; and the AMA. The last page will direct you to the strategic Task Force membership application.
Please click on the copy on the right to review the article.
After reading the article, close the document and click in this area to learn more about STF.
STRATEGIC TASK FORCE – FAQ

• What will the STF be empowered to do?
  The STF will evaluate current programs, identify problems and opportunities, and recommend innovative solutions to strengthen and promote the mission, vision and viability of the AMA.

• What will the initial STF focus be directed towards?
  The focus will be directed towards developing strategies and programs to provide additional non-dues revenues and increasing AMA membership.

• How will STF Team Leaders and Team Members be chosen?
  STF Team Leaders and Team members are AMA volunteers chosen by an AMA committee because of their business skills or knowledge of AMA, clubs, and members.
STRATEGIC TASK FORCE – FAQ

• Where and when will STF members work on STF missions?

STF Members may work on STF projects at any place and time of their choosing utilizing their online computer with collaboration software to contribute ideas, participate in discussion threads, share documents and engage in periodic web conferencing which will be recorded for those who miss a session.

• What important competencies are essential when goals involve revenues?

Entrepreneurial competencies from team members have been successful in making not-for-profit organizations viable. STF members should possess an entrepreneurial attitude and spirit when developing initiatives and strategies for accomplishing objectives.
STRATEGIC TASK FORCE – FAQ

• Who coordinates the work of each STF Team?

A Task Force Management Team directs, guides and coordinates the actions and roles of each Team and the resources they will use to accomplish the STF objectives.

• How does the STF interact with the AMA management?

An EC member acts as the STF Leader and Facilitator providing collaboration and liaison to the EC, ED, Staff, AMA Committees and the AMA President.

• Explain the difference between an AMA Committee and the Strategic Task Force?

Unlike AMA Committees, the STF has a broader mission and more latitude to consider factors beyond the traditional business model for non-profit associations.
• Can any AMA member participate in the Task Force?

_Besides those members selected because of their expertise in business areas, we have an STF Member Advisory Team whose members will be selected on the bases of their AMA experience and knowledge of club and member issues. Any AMA member may submit comments or ideas to STF Teams or the STF Leader._

• What is the structure of the Strategic Task Force

_The structure, relationships, and interactions of the STF are shown as a visual representation on the next slide. The chart depicts top to bottom line of authority and responsibility. The arrows indicate lines of communication and information flow._
STRATEGIC TASK FORCE CHART OF RELATIONSHIPS & INTERACTIONS

EXECUTIVE DIRECTOR

SENIOR STAFF ADVISOR

AMA PRESIDENT

EXECUTIVE COUNCIL

AMA COMMITTEES

TASK FORCE LEADER (EC MEMBER)

AMA MEMBERS ADVISORY TEAM

TASK FORCE MANAGEMENT TEAM

CONSULTANT ADVISORS WHEN NEEDED

LEGAL REGULATORY TEAM

REVENUE RESOURCE TEAM

MARKETING TEAM

INFORMATION TECHNOLOGY TEAM

FINANCIAL TEAM

TO VIEW DETAILS OF ANY ROLES CLICK ON DESIRED BOX POSITION NAME
AMA PRESIDENT

- President determines with EC approval the broad mission for the STF.
- President appoints STF Team Leaders and consultants.
- President provides oversight of STF progress and makes recommendations.
- President has access to Team work spaces and documents.
- President may participates in STF forums, conference calls and meetings as requested by the Task Force Leader.
EXECUTIVE DIRECTOR (ED)

• ED will assign a Senior Staff person to participate as the Staff Advisor to the Task Force Leader.

• ED will participate in STF conference calls or meetings as directed by the President.

• ED will review STF Programs and make recommendations when directed by the President.

• ED will direct the implementation, management and monitoring of STF approved programs as directed by the EC.
EXECUTIVE COUNCIL (EC)

- The Executive Council approves the creation of an AMA Strategic Task Force or Sunsets the STF.

- The EC reviews monthly progress reports from the STF Leader.

- The EC reviews and decides whether or not to approve STF recommendations, programs or changes in the AMA business model.
SENIOR STAFF ADVISOR (SA)

• SA provides liaison between STF and all AMA Staff Department Heads and Committees.

• SA will inform STF of current AMA strategic programs and initiatives.

• SA provides STF with any requested historical AMA information or survey data.

• SA reviews STF Programs in progress and provide recommendations from appropriate Staff Departments.

• SA provides for ongoing STF program operations.

• SA ensures for STF program sustainability.
• AMA Committees consist of three or more dedicated members who are charged with a specific mission. Each committee has a chairperson providing leadership and direction to the committee. This chairperson interacts with the STF Leader.

• The STF Leader will work with AMA committees and share information when committee projects or missions are relevant to the STF mission.
EC TASK FORCE LEADER

• TFL provides Liaison between STF and the EC, ED, Staff, AMA Committee and the AMA President.

• TFL assumes a leadership role conducting STF meetings in person or electronic and may delegate facilitator role to other STF members.

• TFL provides oversight of the Management Team strategy and insures that the Teams are coordinating their efforts on the STF mission.

• TFL provides STF with AMA district, club and member demographic and psychographic survey data.

• TFL presents STF budget requests for EC approval.

• TFL acquires ongoing EC input for STF project /program development.

• TFL provides EC with monthly STF progress reports.

• TFL presents STF recommendations to EC for evaluation, approval and prioritization.
• TFM will apply expertise in association management, evaluate the current AMA business model and recommend management strategies to accomplish the STF mission.

• TFM will be responsible for developing and implementing the STF management strategy to guide and coordinate the actions and roles of each STF Team and the resources they will use to accomplish the STF objectives.

• TFM will develop metrics of performance to indicate progress or achievement of the STF mission for membership growth and increased non dues revenues.
Temporary Expert Consultants may be appointed by the AMA President via recommendation of STF Leader for specific program development needs.
AMA MEMBERS ADVISORY TEAM

• AT will evaluate STF recommendations and programs with respect to their impact on the AMA, members, and clubs; and the external impact with Government, non-members and community affiliates.

• AT will advise the STF on issues and concerns of clubs and members acting as the eyes and ears of the general membership.

• AT will perform alpha and beta testing of STF products, services and programs.

• AT will work with STF Teams in accomplishing the STF mission objectives.
• MT will evaluate AMA marketing programs with respect to membership, branding, publications, web site, electronic communication and media relations.

• MT will work with other STF Teams to develop innovative marketing strategies and initiatives for membership development and increasing non dues revenues.

• MT will establish metrics of performance to indicate progress or achievement of specific marketing goals.
• RT will apply expertise in "revenue generation" and lead the strategy for more profitable revenue for the AMA.

• RT will evaluate the current AMA revenue resource programs.

• RT will focus on developing innovative strategies and initiatives to increase non-dues revenues.

• RT will develop a revenue roadmap and establish revenue metrics of performance.
INFORMATION TECHNOLOGY TEAM (IT)

• IT will evaluate AMA IT activities with respect to internet marketing, e-commerce, web design and other media including social networking Face Book, Twitter, Blogs, Message Boards...

• IT will focus on developing, adapting, and coordinating a variety of multi-media formats to support the STF mission of membership growth and increased non dues revenues.

• IT will work with the STF to identify new electronic marketing opportunities and trends.

• IT will establish metrics of performance to indicate progress or achievement of specific IT goals.
FINANCIAL TEAM (FT)

- FT will determine STF program costs and revenue expectations.
- FT will work with other STF Teams in the development of new revenue streams and membership development programs.
- FT will prepare and review STF budget request documents and supporting data.
- FT will write financial reports relative to STF programs.
- FT will establishes metrics of performance to indicate progress or achievement of specific financial goals.
• LT will review AMA business practices, legal and regulatory issues, and advise the STF when to seek further consultation with AMA attorneys.

• LT may explain new regulations and possible compliance strategies for responding to regulatory authorities.

• LT may seek advice from AMA attorneys to ensure that STF programs being developed are in compliance with requirements for non-profit status.

• LT will review STF program documents and recommend changes or the need for review by AMA attorneys.
EXECUTIVE COUNCIL (EC)
- Determine Strategic Mission & Vision
- Establish AMA Task Force (TF)
- Provide TF Budget & Timeframe
- Identify TF Members Qualifications
- Solicit & Select TF Members
- Assign Projects to Task Force
- Approve & Fund TF Programs
- Review TF Program Results

EXEC DIRECTOR (ED)
- Review Programs make Recommendations
- Implement Programs
- Manage Ongoing Program Operations
- Provide for Program Sustainability
- Monitor Results

STAFF DIRECTORS (SD)

TASK FORCE (TF)
- Assess Strategic Intent, Resources & Market
- Identify Problems & Opportunities
- Conduct Analysis & Feasibility Study
- Recommend Innovative Initiatives / Solutions
- Determine Program Costs & Revenue Expectations
- Provide Time Line for Actions & Results
- Establish Metrics of Performance
- Present for EC Approval
- Evaluate Program Results

AMA TASK FORCE DUTIES & RELATIONSHIPS WITH EXECUTIVE COUNCIL AND EXECUTIVE DIRECTOR
Model Aviation Universe

Who are these people?
What is a modeler?
Industry can be members, too.

What Draws People To The Center

Aviation & Space Enthusiasts
Modelers Past - Present - Future
AMA Members Past - Future
AMA Current Members
AMA Core Leadership Members
AMA
Please go to the AMA Web site [www.modelaircraft.org](http://www.modelaircraft.org) and find on the opening page the link to the STF membership application. Return the completed applications as directed on the form. Thank you for considering membership in The AMA Strategic Task Force.