

Parent Club Start Up or Restart

Thursday, 7 April 2022



Mark Hamilton – AOG Parent Ambassador
Inland Empire Association
Virtual Parents Club

Cadet Matthew Hamilton 2023 CS-3

Why do we have USAFA parent groups?



- Why are we all here?
- Discussion



Thoughts on Parent Clubs



- Think of them existing primarily for the parents - and cadets can benefit from club's activities
- USAFA exists for the cadets - and parents can benefit from being allowed to watch and help
- Clubs exist as a privilege to parents
- They do not exist to change or interfere



Clubs/Associations – Purpose and Basics



- Each club runs independently of each other and the Academy
- Provides support, information, and reassurance for parents
- Appointee welcome events
- Host member events locally and at Academy
- Supports local/regional legislators on Academy days
- Support military balls
- Raise money for Cadet morale activities, Academy, Spirit Missions
- Fundraise for Club
- Sends care packages within USAFA guidelines

Starting up or restarting a club



Why do we have USAFA parent groups?



- Your club may already exist with a process of elections and board meetings already established
- Your club may be new and needs the basics to get started
- Want to start fresh?



How “formal” do you need to be?



- As formal or informal as you wish
- No requirement for bylaws or a board
- Discussion





Document sharing associated with meeting



- Provide download of forms from VPC (Virtual Parent Club) site
 - New President Form USAFA
 - Agenda
 - Minutes
 - Bylaws
 - 501 docs
 - Robert's Rules cheat sheet
- Option to use USB thumb drive
- Use meeting to find potential clubs for VPC members

Do you want formality?



Create Bylaws



- Create (boilerplates available) a set of bylaws that describes the rules/requirements of the board and members
- Sets requirements for voting on important issues
- Provide job descriptions for the board members



Forming a board of directors



- **Typical positions**

- President
 - Preside at all meetings of the General Membership and the executive board
 - Act as organization's rep for USAFA functions
- Vice-president
 - Act on behalf of president in his/her absence
- Secretary
- Treasurer

- **Recommended additional positions**

- At – large
 - Sub committee
 - Spirit committee
 - Social Chair
 - Merchandise/Sales
- Class Representatives

Board Meetings



- Determine how frequently you will meet
 - Monthly ?
- Determine how you will meet
- Conference calling is acceptable





- Membership Roster
 - Need method to track all families, dues status, members/non-members
 - Need to keep it updated (becomes very important when you do member only events)
- Membership Renewals
 - Someone needs to keep track accurately



- Form a Club Email Address
- Create an Electronic File Sharing Space
- Your website can handle publishing of both!



- How many here manage their own club sites?
- Discussion



Create and manage website



- Simpler than you think
- AOG can help you!
- Publish commonly needed information and resources on home page
- Critical in your financial management (your Club Store/member dues)
- Break out session hosted by Katrina and Laura





AOG hosted website example



USAFA VIRTUAL PARENTS CLUB

[Home](#) [General Info](#) [Links](#) [USAFA Parents Portal](#) [AOG Parent Portal](#)

UNITED STATES AIR FORCE ACADEMY VIRTUAL PARENTS CLUB

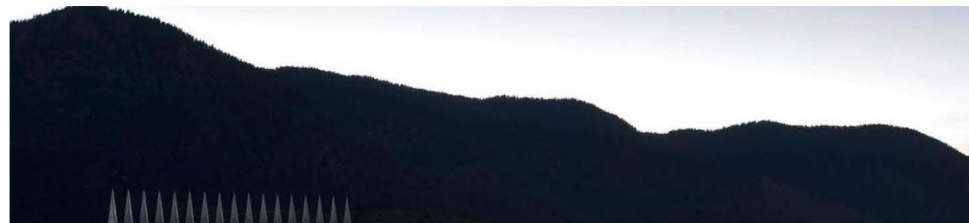
Don't be tricked by the club name! Believe it or not - many parents of USAFA cadets are busy raising other children, have careers, reside in remote areas, don't follow social media, or frankly - just can't find the time to meet other USAFA parents close to where they live. The goal of this club is to offer a virtual gathering place as well as an information distribution site for parents who are unable to participate in a traditional "meet in person" association or club.

If you can't find an answer to a question... click on either of the links directly below - and save them on every device you have!

[2020 Cadet Handbook](#)

[Everything a USAFA Parent Needs to Know](#)

[Frequently Asked Questions](#)



AOG hosted website links



USAFA VIRTUAL PARENTS CLUB

[Home](#) [General Info](#) [Links](#) [USAFA Parents Portal](#) [AOG Parent Portal](#)

USAFA Parent Liaison Facebook Page



[USAFAPS_2020_2021_calendar.pdf](#)
[Download File](#)



[parent_guide_2020_2021.pdf](#)
[Download File](#)



[usafaps_reporting-instructions.pdf](#)
[Download File](#)



[important-dates-as-of-23-feb-21.pdf](#)
[Download File](#)



[2025-appointee-handbook.pdf](#)
[Download File](#)

Important Links for Parents and Cadets:

[U.S. Air Force Academy](#)

[WebGuy](#)

[U.S. Air Force Academy Association of Graduates](#)

[Official Home Page of the United States Air Force](#)

[Academy Parents Portal](#)

[SOCIAL MEDIA](#)

Facebook [WebGuy Facebook Page](#)

Facebook <https://www.facebook.com/USAFA.Official>

Facebook - [Joint Services Academy Page](#)

YouTube <http://www.youtube.com/USAFAOfficial>

Twitter https://twitter.com/AF_Academy

Flickr <http://www.flickr.com/groups/airforceacademy>

Flickr Cadet Media: www.flickr.com/photos/131708601@N03/

[Athletics](#)



Member Meetings/Events

We have a beach on west coast...sorry



Member Meetings/Events



- Start Small
- Pick something everyone can support
- Try for only 1-2 things your first year





Host regular member meetings



- Create an annual calendar of events to post (example available)
- Local member's home or in comfortable setting with restrooms and ample parking
- Consider "fun" themes like aloha night, chili cook off, etc.
- Overall goals are to meet, inform, socialize, chat, and have fun together!
- Additional goal is to identify members who are active and recruitable for future leadership or board positions.

Appointee identification and contact



- Initial concentration on welcoming new members comes via coordination with the USAFA liaison
 - USAFA liaison will continually send out contact information on new members once Appointee has approved release of personal information.
- Sort the excel spreadsheet and identify new appointees in your geographical area
- Reach out promptly to the parents to invite them to join your club
 - Suggest the parents attend an event held by your club
- Start a contacts lists or add to your current one to keep track of parent emails

New appointee welcome event





New Appointee Events



- Excellent way to welcome and recruit new member families
- Recruit speakers (graduates and current cadets are great!)
- Current members and their Cadets can share personal stories
 - I-Day
 - Basic Cadet Training
 - March to/from Jack's
 - A-Day
 - Family Weekend

Networking and new membership





FOR DISCUSSION

- Membership retention
 - Low conversion rates after identification of Doolie families
 - Solution: Discussion
 - Families dropping out of Club
 - Solution: Discussion
- Social events have low attendance
 - Solution: Discussion
- Difficult to recruit new board members, volunteers
 - Solution: Discussion

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THANK YOU!

