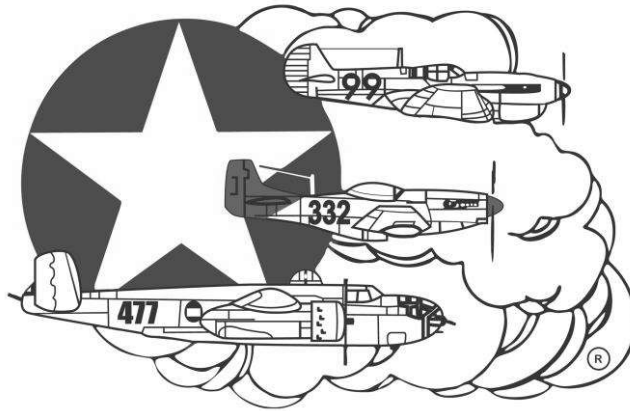


# TUSKEGEE AIRMEN, INC. ®



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## STRATEGIC PLAN 2020 - 2022

## Appendix C: Action Plan

Goal	Strategy	Priority	Timeline for Action Completion	Tactics to Accomplish the Strategy	Resources Needed	Person/Committee Spearheading the Project
1 Hire Executive Director	TAI will seek funds to hire an Executive Director to oversee TAI's National operations.	1	July 2022 – September 2022	Secure funding then hire a firm to conduct an Executive Director search. Interview candidates and select the best fit.	Long range financial planning to sustain the position.	Personnel Committee
2 Increase / Engage Membership	TAI will increase membership by 100 Percent	1	January 2020 – December 2020 (1 <sup>st</sup> year)	Use Public Service Announcements (PSA), Web announcements, utilize College and use Military Resources.	TAI National and Chapter Membership Committees.	TAI National and Chapter Membership Committees
3 National Youth Program	The National Youth Committee will establish a National Youth Program so that the regions and local chapters may align their efforts with TAI Nationally.	1	January 2021 – July 2021	The National Youth committee will follow the mandates as established by the TAI National Bylaws.	A budget of \$100,000.00 to support the Nationwide Youth Program.	National Youth Committee
4 Organizational Transparency	The Board of Directors and Committee Chairs will ensure that all of our leadership, board and committee meetings are open and that the content is made available to all of our members.	1	Immediate - Ongoing	The President of the National Board and Regional Presidents will issue a statement supporting organizational transparency. Their statements will support inclusion of all stakeholders and members. Announcements of all meeting will be placed on the web site and National and Regional Board of Directors minutes will be made available through a web site membership access portal.	Web site, portal and maintenance availability. Quarterly newsletter with announcements of all National Board and Regional meetings.	TAI Board President, Regional Presidents, Committee Chairs, Public Relations Officer and Web Master

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5	Fund/Friend-raising	TAI Leadership (National and Chapters) will ensure TAI is attractive to potential funders by conducting a full audit of our financial management practices and clean up any areas that do not meet acceptable financial standards.	1	September 2020 – December 2020	To have complete successful audit as required.	Up to date financial records and a Auditors and / or Audit Committees. Funds to hire a dedicated staff person to oversee the plan.	National, Chapters Treasurers and Newly hired Executive Director
6	Adequate National and Chapter Insurance Coverage	National will assist chapters in determining and providing adequate liability coverage. TAI will require all chapters to obtain at least a minimum liability insurance policy of \$250,000.00. TAI will also explore and obtain an umbrella coverage policy to cover all chapters.	1	July 2020 – September 2020	National will draft a policy letter and follow up with compliance checks.	Long range financial planning to sustain this issue.	TAI Board of Directors / Regional Presidents
7	Branding and Marketing TAI	TAI will develop a business plan that addresses the financial goals and legal obligations to sell TAI merchandise to the general public.	2	October 2020 – December 2020	Obtain professional assistance to provide a marketing plan, which will include marketing surveys and strategies.	Marketing Committee and a long-range financial plan to sustain this issue.	Marketing Committee

Goal	Strategy	Priority	Timeline for Action Completion	Tactics to Accomplish the Strategy	Resources Needed	Person/Committee Spearheading the Project
8 TAI Management Review	TAI will conduct a full audit of National business operations to include risk management, fund raising, youth activities and general operations to ensure we are operating in line with best practice organizations. TAI will establish a National Youth Fund to support National, Regional and Chapters Youth Programs.	2	October 2020 – December 2020	Collaborate with Regional Presidents and obtain professional assistance to provide an audit of TAI business operations.	Initial funding to support this issue and a professional management team.	Newly hired Executive Director
9 Youth Fund Raising	TAI will establish a National Youth Fund to support National, Regional and Chapters Youth Programs.	2	January 2020 – June 2020	Solicit funds from all sources such as donation's, grants and corporate solicitations.	Treasurer will account for funds and the Finance Committee will have over site.	Executive Director, National Youth Chair and the staff approved by the Board of Directors.
10 Incentive Programs	TAI will develop program standards, criteria, and governance best practices for Regions and Chapters to ensure compliance with and rewards for operational best practices.	3	July 2020 – December 2020	Collaborate with Regional Presidents and obtain professional assistance to develop a TAI incentive program.	Consult with a professional Incentive Program Planner.	Executive Director and Executive Committee over site.
11 Enhance Organizational Governance	Review, and/or update our National Bylaws and the Procedural Manual annually; post TAI Convention.	2	September 2020 – August 2020	The National Bylaws Committee will implement approved changes to the National Bylaws and Procedures Manual.	Bylaws Committee	Bylaws Committee with Board of Directors over site