

Quarterly Fund Managers Zoom Meeting

Quick recap

The quarterly meeting focused on reviewing last year's achievements and setting goals for the upcoming year, with particular emphasis on the scholarship program's growth and on improving communication with district commanders. The team discussed various initiatives to expand outreach efforts, including quarterly newsletters, Kaps for Kids program development, and plans for upcoming events. The executive committee explored new fundraising strategies and communication tools and agreed to implement a quarterly meeting schedule to continue these discussions.

Next steps

- Sid: Send bullet points about USSVCF management/executive committee involvement and communication needs to regional directors for inclusion in weekly updates
- Sid: Schedule semi-annual Zoom (or Teams) meeting for all Kaps for Kids chairmen within 30-60 days
- Sid: Speak on behalf of USSVI and Kaps for Kids at Southeast Convention base commander meeting
- Mike and John: Coordinate presentations at Southeast Convention
- Jess: Draft up a flyer for interviewing wives/submariners' stories
- Ken: Present idea of interviewing wives/submariners' stories at next base meeting
- Randy: Create USSVCF email account for Jess
- Randy: Answer questions about Torsk funding (bank account information, funding source)
- Scott: Follow up with Ed/Dave Weaver regarding Torsk funding details
- Ileene: Work on creating an emergency management alerts page/feature for the CF website
- Sid: Talk to Tim about adding a section for wives' interviews on the USSVI website
- Randy: Post shared documents/files (like QR code displays) in the shared OneDrive for team access
- Sid: Share details about the upcoming Kaps for Kids Zoom meeting with the executive committee
- Ileene: Create training materials for ambassadors about the scholarship program before the May deadline
- Ileene: Create media/flyer for scholarship program for display
- Fund managers: Consider creating quarterly newsletters for their fund pages (for potential inclusion in the main newsletter)

Summary

Team Collaboration for Veterans

Bob welcomed everyone to the quarterly meeting, emphasizing teamwork and collaboration. He noted that while some members were absent, those present were a top-notch team committed to helping submarine veterans. Bob encouraged attendees to lean on one another and collaborate, as no one can do everything alone. He expressed gratitude for their efforts and participation in the meeting.

Scholarship Growth and Outreach Planning

The meeting focused on reviewing last year's achievements and setting goals for the upcoming year. Dr. Alan Fickett reported a 33.3% increase in scholarships, with 168 applications currently in the 2024 pipeline. He emphasized the importance of promoting the program's vocational and technical education components. Mike highlighted the need for effective communication with district and base commanders to ensure readiness and responsiveness, particularly during natural disasters. The group agreed to continue to emphasize outreach and support for commanders and awardees, with a focus on expanding the scholarship program's reach.

Enhancing Commander Communication Strategies

The team discussed improving communication with district and regional commanders. John suggested attending regional directors' meetings to build relationships and gather feedback. Ferra emphasized the importance of knowing each other's locations and contact information. Bob and Randy discussed the effectiveness of newsletters, with Randy reporting a 53% open rate for their Constant Contact emails. The group agreed to include USSVI management in communications and emphasize their willingness to help, while also emphasizing the need for commanders to reach out when assistance is needed.

Enhancing Fund Manager Communication Strategies

Bob proposed adding smaller, quarterly newsletters to fund manager pages, which could be used to generate content for the larger monthly newsletter. Ileene discussed her plans to provide training for ambassadors and to create resources to promote scholarships and regional alerts. John, the new Kaps for Kids fund manager, plans to set up semi-annual Zoom meetings for Kaps for Kids chairmen to share best practices and restart the program in inactive bases.

Biloxi Event Planning Discussion

The group discussed plans for an upcoming Biloxi event where John will speak on behalf of USSVI as National Treasurer and for Kaps for Kids. Robert noted that Mike has been asked to give a 15-minute presentation, and Jess will attend to record notable submariners. Ferra shared an experience visiting VA nursing home residents in Charlotte County and suggested expanding Kaps for Kids to include VA hospital visits, with John confirming this was discussed at the

Orlando meeting and Portsmouth Naval Hospital had recently reallocated visits through a Child Life Specialist named Chris Brogan, who offered to help facilitate access to other facilities.

Expanding Kaps for Kids Program

The meeting focused on expanding the Kaps for Kids program to reach more communities, with a particular focus on older adults, and on exploring opportunities in hospitals and schools. Sid emphasized the importance of synergy between different areas to promote the program effectively. Ilene suggested presenting to students of the month in schools as a way to gain access and build references. The group discussed the potential benefits of therapy animals, with Ferra sharing her positive experience with a Greyhound. John shared a success story from Portsmouth Hospital, highlighting the program's impact on both patients and volunteers. Scott suggested expanding scholarships to include trades-based options and recommended using newsletters to gather feedback on key initiatives.

Veteran Fundraising and Communication Initiatives

The executive committee discussed several initiatives to improve fundraising and communication. Jess proposed conducting interviews with veterans' wives to capture their stories, and the committee agreed to host them on the USSVI website. They explored using QR codes and other digital tools to make it easier for people to donate to various memorial funds. Randy reported that the donation pages on the website are now functioning properly following recent technical issues. The committee also discussed upcoming events, including a Massachusetts commissioning ceremony and a Torsk fundraising opportunity. They agreed to schedule quarterly meetings to continue these discussions.



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