Agenda

• 1:00 PM  Introductions
• 1:20 PM  Divisions Overview
• 1:35 PM  Event Planning POAM
• 2:20 PM  Break
• 2:45 PM  COI Discussion
• 3:00 PM  Division-Chapter Collaboration
            Co-location, Consolidation
• 3:15 PM  Charters
• 3:20 PM  Resources
• 3:30 PM  Break
• 4:00 PM  Next Steps (All)
Divisions Overview

• One of two main components of NDIA value
  – Divisions and Chapters are central to NDIA
  – NDIA value dependent on volunteers

• Critical interface point with Defense Community
  – Relevance and alignment with DoD & Services

• Center of thought leadership and influence

• Volunteers are critical
  – Develop and deliver thought leadership
  – Represent the pulse of membership
  – Lead functional specific programs

• Increase engagement and value
Leveraging our Volunteers

• Supporting and enabling critical resource

• Goals
  – Increase number of volunteers
  – Improve volunteer satisfaction (value, retention)
    • Value to home organization (company, agency)
    • Value to individual (career, mission, satisfy desire to make a difference)
  – Improve the communications (HQ – Volunteers, Division–Chapter, Division – stakeholder)
  – Convert sponsors/members and organizational stakeholders to volunteers
  – Convert volunteers to sponsors
Ongoing Challenges

• **Events**
  – Declining attendance, fee structure, link Div/Chap to NDIA events, visibility into event financials

• **Strategy**
  – Increase emphasis on Division strength/effectiveness, relevance (purpose, scope, topics), sync with USG
  – Connect Div/Chap to Board, consortia, related Assoc.

• **Administrative**
  – List management, prospective participants, communications, tools for collaboration on-line
  – Volunteer recruitment
Ongoing Challenges

• **Interaction limited to isolated events**
  – Annual conference or meeting, difficult to sustain momentum and engagement

• **Limited ability to share information**
  – On-line connectivity limited to e-mail and website

• **No connection with chapters**

• **Minimal marketing**
  – No highlights of Division activity that would entice additional participants
Questions and Discussion

- Do you agree these are the right challenges?
- What are the top two priorities?
- What actions do you recommend we take to address?
Advancing the Mission through Engagement
Event Planning

• We need to do better
  – Compressed planning cycles, inadequate process
  – Late to decide and act
  – Expectations vs actual outcomes
  – Program content is rarely the problem

• POA&M Concepts
  – Start earlier! (as early as practical)
  – Allow for variation (not all Divisions or events are the same)
  – Apply to major annual programs
    • Concepts apply to all

An earlier start results in maximum opportunity to deliver great event
**POAM for Conferences**

Plan of Action and Milestones Conceptual Framework

**WE MUST SHIFT LEFT**

Early decisions provide information companies need to get NDIA events into their budgeting cycles for sponsoring and attending.

- Strategy Review
  - Signed Contract
    - Critical action as most of planning process is dependent on knowing where and when the event will be:
      - Keynote invitations
      - Call for Papers
      - Sponsorship and exhibit marketing

- Processing time for Government attendee approval (agenda, cost, justification letter)

- We must shift left

- Task Start
- Task Complete

**Months before event**

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Roles and Responsibilities

• Divisions with PD
  – Lead development of concept, content, coordination with USG liaison
  – Make early decisions on when, where, de-confliction or cooperation, structure of the event

• M&BP
  – Coordinate with Divisions/PD on venue, date, footprint, reg fees/prices, exhibits, sponsorships, event logistics
  – Lead Marketing efforts with Division, includes Creative Brief concepts at quarterly/monthly meetings
  – Execute plan, advise on choices
Kicking It Off

• **Strategic Session**
  – Division and NDIA leadership
  – Goals and activities for the year ahead
    • Conference, meetings, studies
    • USG relations, recruiting and growth
    • Relevance and impact
  – Parameters for annual conference
    • Where and when – launch RFP process
    • Structure (plenary, tracks, tutorials, etc.)
    • Objectives (attendance, sponsorship, financial)
    • Keynote speaker coordination across enterprise
      – Need to monitor invitations to senior officials
      – Multiple uncoordinated invitations have caused problems for NDIA in the past
Questions and Discussion

- What are your views regarding conference planning?
- Do you agree we need a better process with earlier timeline?
- What other improvements can be made?
COI Discussion

• Address cross-cutting issues
• Enhance enterprise collaboration
  – Not a new Division
  – Started with Manufacturing Division Supply Chain Committee
• How?
  – Steering Committee
  – Identify Liaisons within Divisions and Chapters
  – COI topics into existing programs, component events
  – Position as industry lead: coordinate papers, studies, etc.
• Issue – additional volunteer burden
The Problem

- Multiple USG offices have similar issues
- USG often goes to multiple NDIA Groups independently on these topics for industry perspectives or input
- No structure or mechanism exists for coordination of effort or response
Supply Chain COI

Enhancing the Voice of the Industrial Base Through the Collective Voice of our Divisions
COI + Industrial Committee

• NDIA has 3 industrial committees
  – CBDIAF, ICOTE, ICAP

• Industrial Committee Construct
  – Industry and Sr Govt co-chairs
  – Focused on specific functional area (e.g. ICOTE)
  – Participation by invitation
    • Criteria relate to expertise, leadership in the area
  – Regular meeting cadence (quarterly, bi-annual)

• Can this construct be enabling framework for a COI?
Questions

• Does the COI concept make sense?
• Challenges?
• Opportunities?
• Next Steps
Collaboration

- Divisions and Chapters share and collaborate
  - Improve communications
  - Better products, wider engagement, greater value
  - NDIA and WID

- Examples
  - Logistics and Systems Engineering Conferences in Tampa
  - T&E Conference in Ft Walton Beach
  - Robotics conference in Columbus GA

- Tools to enable opportunities
  - Intra-division, multi-division, division—chapter
  - Increase enterprise value and impact
Questions

- Do we agree this makes sense?
- How do we institutionalize this?
Collaboration Portal

• What are Necessary Requirements?
  – Messaging
  – Document sharing
  – Whiteboard
  – Video
  – Wiki
  – Polls
  – Resource locator
  – On-demand meetings
  – Calendars
  – Other?

• Considerations
  – Cost, use patterns, USG access, governance/control

• NDIA e-Web

• Other possibilities
  – APAN, Slack, purchased solution?
Options

• **NDIA e-Web (NDIA Website login)**
  – Documents, chat, calendar, roster management, groups
  – Pros: NDIA controlled, integrated with database and website
  – Cons: limited functionality

• **APAN (All Partners Access Network)**
  – Documents, chat, adobe connect, members, wiki, media, announcements
  – Pros: USG can access, evolved capability, groups, sites
  – Cons: USG controls, HADR focus, unclear how much NDIA can use
Questions

• What are minimum requirements?
• What is desired end state?
Co-location and Consolidation

- Are there opportunities for economy of scale?
  - Fewer but larger events, Broaden appeal

- Co-location Concept
  - Events held at same time, in same place
  - Degree of common sessions varies
    - Share plenaries, share exhibits, share meals, etc (or not)
  - Retaining each event’s “personality” identity
  - Serving the Division’s community
  - Increases planning horizon timeline

- Consolidation
  - Combining similar groups
  - More of a strategic decision (e.g. C4ISR into CAO)
Questions

- Can co-location work for some events?
- Can we find a test case?
Charters

• Traditional governance for Divisions
• Wide variations amongst Divisions
• Functions
  – Establish Division purpose and direction
  – Define boundaries and limitations
  – Guide/govern operations
• Charter update and annual review
• Objectives
  – Strategic alignment
  – Relevance
  – Baseline standardization
Questions and Discussion

- Implement a standard for succession planning and elections?
  - Opportunities for leaders to share success stories and challenges

- Should Charters be reviewed periodically for relevance to current environment?
  - Examples of Divisions that have Charter review schedules
**Resources**

- **Enable Objectives**
  - Expand our reach
  - Increase efficiency and effectiveness = greater value
  - Growing involvement
  - Greater impact
  - Improve event performance

- **NDIA HQ support**

- **Communications**

- **Information**
Conclusion

• How do we become a more effective, efficient and impactful association?

• What do NDIA Divisions look like in 2025?

• How do we develop the resources necessary to achieve the vision?

• What do we want to accomplish by 2019 LC