Things We Are Working On

TOP 6

    Enduring for the next 3-5 years. Think we have them right….lots of progress, but much more to be done.

Thought leader

    Continue to look for ways to promote NDIA as a recognized Thought Leader amongst the DOD/Defense Industry community.

Knowledge Management/IT

    Looking for ways to improve our enterprise network so that we can be more collaborative in our IT and knowledge management processes.
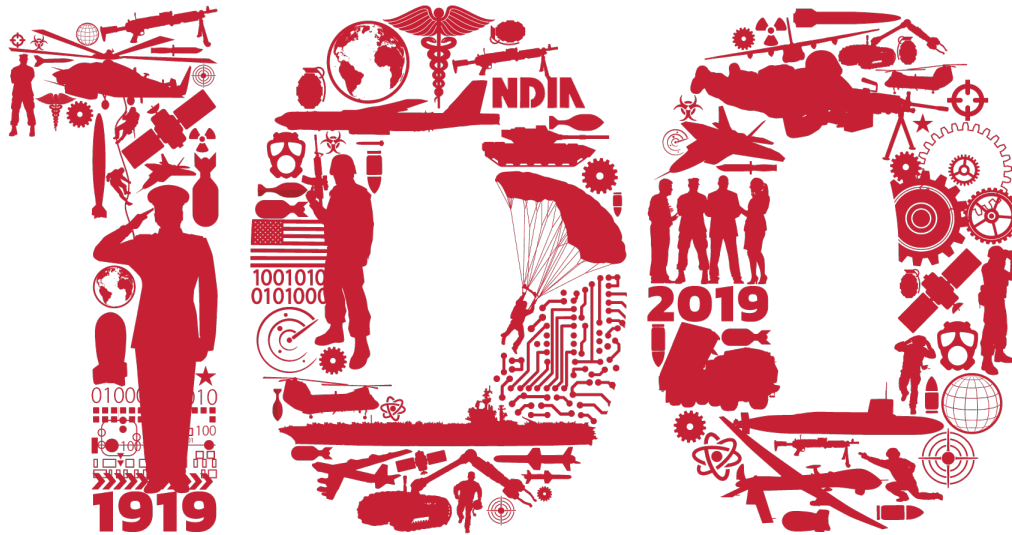
Process Refinement

    Refining our process in which we strategically manage our events so we can be more efficient and effective (Plan of Action and Milestones).

Membership

    Revitalizing our membership philosophy to open the aperture on who and how we recruit the right membership to better serve the NDIA mission

NDIA Centennial

- **NDIA is developing content to celebrate its 100th anniversary throughout 2019**

- **Centennial kits will be available for download for chapters to include branding elements and anniversary content to apply to local messaging**

- **The campaign will culminate with the Next100 forum (an event designed to examine the next 100 years in national security planned for early 2020)**

Chief Operating Officer Report

Financial Audit

- **Consolidated: NDIA and Chapters**
- **Materiality and testing done at Enterprise-wide level**
  - Chapters >10% total revenue

- **All chapters subject to some level of review; larger chapters subject to more review**
  - Verify revenue
  - Confirm expenses
  - Assess internal control structure

- **New Audit Firm for FY18 Audit**
  - Gelman Rosenberg & Freedman

Executive Committee emphasis on *timeliness* of audit results

IT Update

- **Cyber Audit completed Sep. 2018**
  - Consultant analysis: "doing well", no significant issues
  - All major issues from 2016 review addressed
  - New recommendations already in progress before audit

- **IT 3-Year Plan: Next Level**
  - Infrastructure stabilized, modern, secure
    - Incremental changes, keep up with tech and new threats
  - Focus on Digital Strategy projects
    - BI and Web Phase 3: Data-driven marketing and decision-making
    - Take departments to new levels: Speaker Management, Policy tools, Online Communities, Webinars

Digital Strategy 3-Year Plan

Keys to Successful Events

Understand the Purpose of the Event

Know Your Audience

Walking the "Critical" Path

Getting the Word Out

Mind the Money

On target…

NDIA

"Insight into the industry in which I work is the most valuable."

"Absolutely essential to our awareness of the big picture of DoD."

"(Chapter events) Keeps me connected to my local military, government and industry leadership and fellow workers."

"Valuable cross Government / Industry / Academia venues and interactions."

"Excellent government-to-government links leading to cooperative tasks."

"Divisions are very focused on our particular business, making it worth the investment to participate."

"Provides one-on-one with Senior Defense officials that otherwise is at least improbable if not impossible for medium and small business."

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Marketing & Communications

- **A foundation for success – the creative brief**
  - Information from division experts that lead to reaching target audiences and convincing them to participate

  - **What makes this event unique?** What is the BIG IDEA or key take-away that participants can only get at this conference?

  - Who are the most respected influencers in this space? Will they participate in the event? Will they endorse it to their network?

  - What are the key words or search terms that are most common with this audience?

  - What images or messages resonate with this audience?

Answers to these questions target all marketing efforts

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Marketing & Communications

- **Building relationships with defense & national security press**
  - Unless classified, conferences should be open to the press

  - With audio & video capability in everyone's pocket, notion of presentation privacy no longer in play

  - Press coverage is important to relay critical messages beyond event audiences for both government & industry

  - Reporters can quote key messages from government & industry leaders speaking at NDIA events

Assists in awareness of event, division, or chapter for future marketing efforts

_____

NDIA

Keys to Successful Events

Understand the Purpose of the Event

Know Your Audience
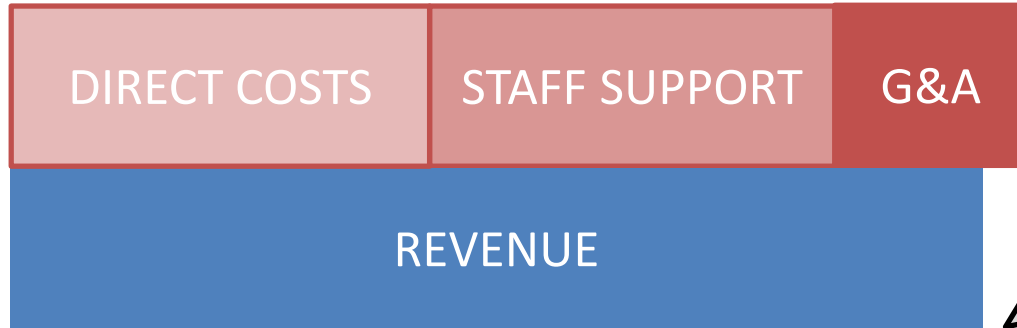
Walking the "Critical" Path

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Mind the Money

Minding the Money: Challenges

NDIA

Events

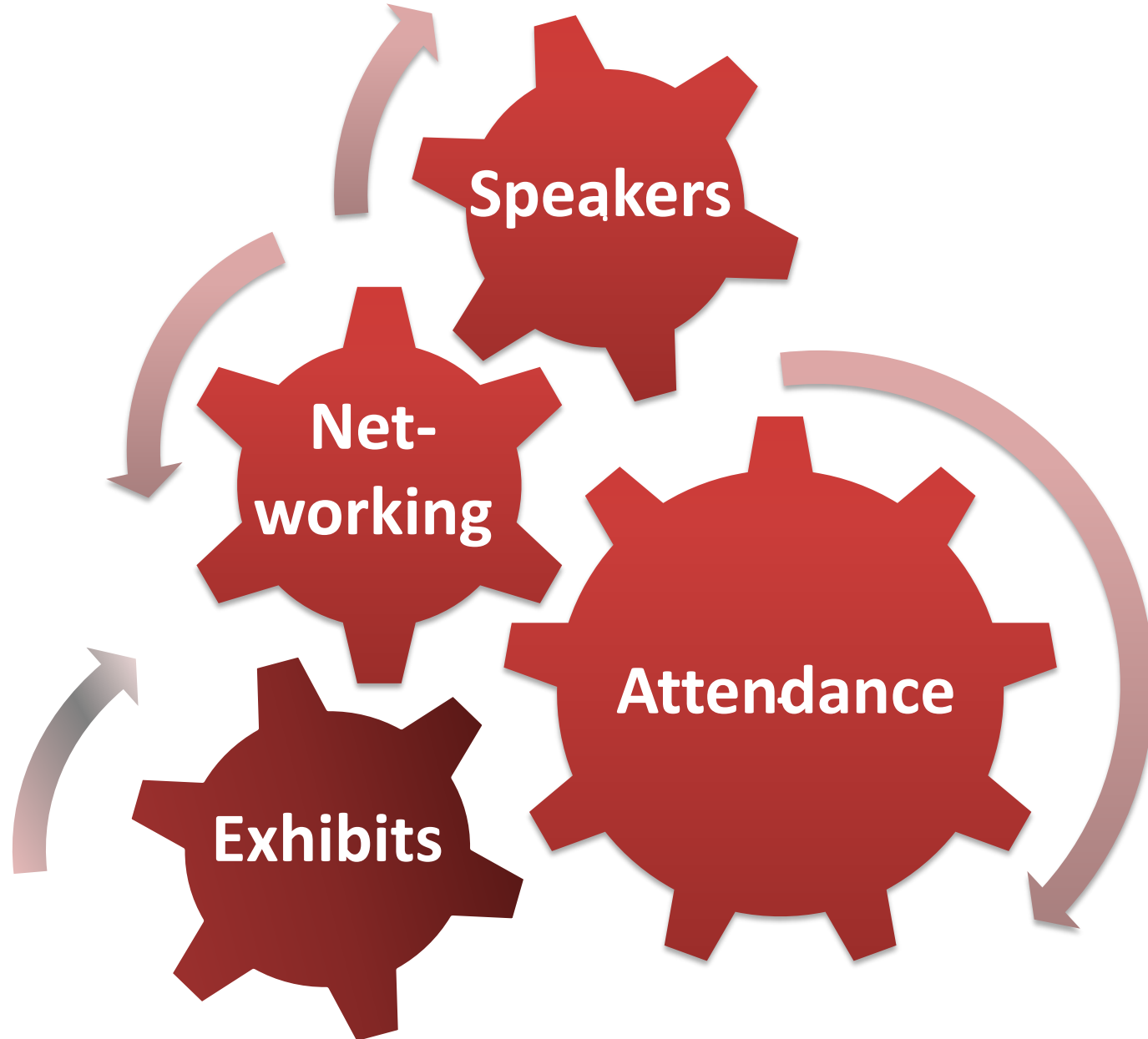| DIRECT COSTS	STAFF SUPPORT	G&A

REVENUE

Gap of ~$600K

Market Saturation

Minding the Money: Opportunities

Chief of Staff Report

Membership Survey Feedback

SWOT: Research Findings Summary

NDIA

STRENGTHS	WEAKNESSES
• Established brand and credibility in the marketplace • Positive NPS indicating positive word of mouth • Diversity in member companies and sectors represented • Market leader recognition around content and events	• Borderline membership KPIs, particularly among decision makers and young professionals • Perception as a "conference" association over a "thought leader" by some • Membership skews older (75% > 50 years old)
OPPORTUNITIES	THREATS
• Workforce development and supporting STEM programming/ recruitment / talent development • Supporting members in keeping pace with technology/ the industry • Deepening engagement opportunities between industry and government • Expanding thought leadership and core value offerings (magazine, meetings, etc.) • Advancing current strategic priorities	• Shrinking budgets for members and member companies • Pace of change in the industry • Budget, regulatory, and legislative uncertainties • Barriers/ strict parameters between industry and government • Lack of a technically trained workforce • Competition among news sources, think tanks, and other associations

Membership: Changing the Equation

NDIA

Focus on Meaningful Engagement

Opportunity Driven Targets

Leveraging High Value Leaders

Record breaking EOY Member Count: 1700 Corporate Members – First time since 2011

Program Development

- **Process Improvement (NDIA 2025)**
  - Plan of Action and Milestones (POAM)
  - Standardization and Transparency
- **Communities of Influence**
  - Hypersonics, Virtual Reality, Artificial Intelligence, Supply Chain, Small Business, Industrial Security
- **Expanding Chapters**
  - Great Plains, Arizona, Austin/San Antonio
- **Expanding Divisions**
  - Strategic Control (Nuclear Enterprise), Shipbuilding

NDIA Policy: The need for Policy Liaisons   NDIA

Challenge

"We're not the voice we can be."

- GLAC Chapter Member

Opportunity

- ✓ **Leverage local chapters to:**
  - ✓ Tap into local/regional dynamics that drive member policies and positions
  - ✓ Amplify bottom-up pressure to complement national engagements with member offices
- ✓ **Leverage functional divisions to:**
  - ✓ Consolidate sector unique challenges into policy proposals for NDIA National to champion
  - ✓ Use division SMEs to great extent for education engagements across Congress and Executive Branch

We're most compelling and effective through member collaboration

At the Heart of the Mission Since 1919

WID 2019 Theme

Women In Defense 2019
Fueling the 51%

- **2018 Accomplishments**
    - Thought leadership: 2 x Perspectives articles; interviewed for LA Times article; Women of Washington radio interview; Government Matters TV interview
    - Increased National Conference attendance from 184 to 431
    - 20% growth in membership
    - Awarded more than $130K in HORIZONS Scholarships
    - Provided diversity and inclusion content to IPM Quarterly Meeting
- **How you can help**
    - Sponsorship
    - Encourage membership & attendance at 2019 WID National Conference 13 June
    - Attend WID National Conference

NTSA

- **Affiliate of NDIA since 1992**

- **Manage Training and Simulation lane for NDIA**

- **9 event portfolio focused on warfighter readiness**

- **Working Simulation and technology issues cross domain**

- **Building cross service and cross agency support**

- **Host I/ITSEC each year – 16,000 attendees (iitsec.org) – your invited!! (26-30 November, Orlando Florida**

- **Current Mega-themes – LVC, Big Data, AI, AR/VR**

- **Currently manage NDIA STEM portfolio**

- **Contact RADM Jim Robb at <u>jrobb@ndia.org</u>**

NTSA

National Training and Simulation Association

Precision Strike Association

PSA provides an ethical environment for government and industry leaders to:

- **Facilitate communication between government, industry, academia, and the national laboratories**

- **Understand and promote national defense policy**

- **Help match military requirements with available technology and systems**

- **Demonstrate to the warfighter the art of the possible from a science and technology point of view**

A Proud Affiliate of

Precision Strike Association

Overview

- 3 NDIA staff in support (Events, Membership & Program Development) Kim, Zoila, Heather

- Board of Directors, advisory, non-fiduciary, Executive committee

- Membership: 31 Corporate, 31 individual, 365 government

- Classified Conferences: PSTS (Fall), PSAR (Spring)

- Capts of Industry executive engagement (Sr Gov't speaker): Luncheons (small 20-30 classified), Event speaker/panels

- Awards, William J. Perry Award and Richard H. Johnson Technical Achievement Award

- PSA Digest published semi-annually

Changes in 2018

- **All Programs & Engagement Classified**
  - Captains of Industry Engagement

- **PSA Rebranding Complete…**

- **Looking ahead…**
  - New Website & Content

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NDIA