

# 2020 **SAME** Strategic Plan

## *Streamer Criteria*



**VALUE:** The Society of American Military Engineers offers professional and personal development, networking and community involvement to individuals of all ages committed to contributing to our national security, by leading a collaborative and focused coalition of organizations that creates opportunities to address and resolve issues that enhance our national security posture.

**MISSION:** SAME leads collaborative efforts to identify and resolve national security infrastructure related challenges.

**2020 VISION:** SAME is recognized as the multi-disciplined integrator of military, public, private, and academic national infrastructure related capabilities to produce viable solutions for America's national security.

# 2020 SAME Strategic Plan

## Streamer Criteria

### Goal 1: Relationships

Lead efforts to foster trust and understanding through communications and collaboration among military, public, private, academic, and professional A/E/C organizations.

#### OBJECTIVES:

1. **By 2020:** Firmly establish one key multi-member partnership per goal with other professional organizations (for example, IFMA, AFE, APPA, and APWA to support the Facilities Management Workshop), delivering outcomes by identifying the issue, presenting the problem and the solution that partnering will achieve. Establish bilateral partnerships that provide value to members (such as the American Bar Association and Defense Related Associations).
2. **By 2020:** Develop a portfolio of SAME professional publications of high quality content that informs, educates, enlightens, and reinforces our culture.
3. **By 2020:** SAME leads efforts to promote inclusion of SAME membership, professional disciplines, small, medium and large companies, and federal, state and local public agencies at the Post and National levels while engaging other professional organizations through joint meetings, workshops and conferences to promote SAME goals and objectives. At the National level:
  - **By 2020:** The Joint Engineer Training Conference is recognized as the premier national training event for all federal, military, civilian and private sector engineers across the A/E/C industry and related professional societies, and by veteran support non-federal entities as the nation's annual celebration of support to veteran engineers. Fully integrate the JECO program and integrate the efforts of all other military engineering societies.
  - **By 2020:** The Small Business Conference is recognized by industry and the federal government as the primary Federal Small Business Conference serving the A/E/C industry.
  - **By 2020:** The Facilities Management Workshop is recognized as the premier training event for the professional development of federal installation managers.
  - SAME National assists Posts and Regions in the development of workshops, technical sessions and meetings.
4. **By 2020:** The SAME Industry-Government Engagement Plan is effectively producing viable solutions that enhance industry/government collaboration and add value to joint efforts to improve America's infrastructure. Establish local recognition of the role of SAME among all levels of government, industry, academic and business interests.

### Goal 1: Streamer Criteria

#### METRICS FOR WINNING STREAMER:

- Small Post (0-175 members): Meet 2 of 4 required elements and 1 of 4 Desired Elements
- Medium Post (176-450 members): Meet 3 required elements and 2 of 4 Desired Elements
- Large Post (451+ members): Meet 4 required elements and 3 of 4 Desired Elements
- Streamer with Distinction: Meet all required and desired elements
- **Alternative Credit Path:** Posts may pursue the alternative path to substantiate contributions for any or all of the desired or required elements.

#### REQUIRED ELEMENTS:

1. *(Required)* Conduct two or more meetings that provide information on future programs, projects, and contract opportunities for Department of Defense and other Federal, State or local programs relevant to the Post membership.
2. *(Required)* Maintain effective communications with Post members and stakeholders by maintaining an updated Post website throughout the year through newsletters and other means.
3. *(Required)* Participate in a collaborative event with another professional society that fosters the goals of SAME.
4. *(Required)* Conduct one or more topical issue workshops in support of the Industry-Government Engagement Plan.

#### DESIRED ELEMENTS:

1. *(Desired)* Conduct outreach to support wounded warriors and their families, families of deployed engineers, Veterans, or families of fallen warriors.
2. *(Desired)* Support national SAME events (DoD, JETC, SBC, Facilities Management Workshop) through post member participation, program contributions, or other support that furthers the objectives of those events.
3. *(Desired)* Enhance SAME's brand (internal and external awareness) by promoting Post and member accomplishments by submitting information to SAME National and through other means (all forms of media, recognition programs, etc.).
4. *(Desired)* Establish new and meaningful partnerships with state and local government agencies, sustaining members, and professional organizations in order to expand our reach outside the federal market.

#### ALTERNATIVE CREDIT PATH:

*(Alternative)* Post to develop and execute activities and/or events to further the goals of the Relationships Section of the *SAME Strategic Plan 2020* (as presented above) in a meaningful and quantifiable way. In choosing this less prescriptive credit path, the burden of presenting value of said activity or event lies with the Post's submission and will be given commensurate credit upon evaluation.

## Goal 2: Leadership and Mentoring

*Leverage SAME's culture of service to develop sustainable growth of leaders for our profession.*

### OBJECTIVES:

1. Develop a succession plan at Post and National levels linking engagement to leadership growth opportunities to meet members' needs.
2. SAME Posts use national and local training initiatives to effectively engage volunteers to achieve greater results and maximize volunteers' time.
3. Posts grow active participation by 5 percent per year. Posts foster active participation by leveraging opportunities presented in the SAME Post Best Practices System, SAME programs, and the offerings of SAME Committees & Councils. Active participation is defined as moving more members to an active role by expanding opportunities that meet members' interests while contributing to the *SAME Strategic Plan* (goal is 25 percent or better participation).
4. Posts grow government/military segment of Post membership by 5 percent per year (SAME is the professional society of choice for all federal engineers: Active Duty, National Guard, Reserves, and civilians).
5. Utilize SAME Fellows and senior leaders to mentor Young Members and students.



## Goal 2: Streamer Criteria

### METRICS FOR WINNING STREAMER:

- Small Post (0-175 members): Meet 4 of 5 required elements and 1 of 3 Desired Elements
- Medium Post (176-450 members): Meet 5 of 5 required elements and 2 of 3 Desired Elements
- Large Post (451+ members): Meet 5 required elements and 3 of 3 Desired Elements
- Streamer with Distinction: Meet all required and desired elements
- **Alternative Credit Path:** Posts may pursue the alternative path to substantiate contributions for any or all of the desired or required elements.

### REQUIRED ELEMENTS:

1. *(Required)* Send a Post Board member (any board member – young member, NCO, etc.) to a Post Leaders Workshop annually and subsequently employ the knowledge gained to enhance Post level volunteer management (train the trainer program, etc.).
2. *(Required)* Promote inclusion on Post Board of Directors by having Small Business, Young Members and public and private sector representatives; when feasible, a Noncommissioned Officer. Submit Post Annual Report and Officer Change Report on time (IAW Post Operations Manual).
3. *(Required)* Grow Post member active participation by taking advantage of opportunities offered through the SAME Best Practice System, Committees & Councils and member initiatives as a means of getting members engaged in activities that will engender their commitment.
4. *(Required)* Conduct an active recruiting campaign in order to grow government, military and public sector civilian segment of Post active membership. Share experiences with other posts via the SAME Best Practices System.
5. *(Required)* Effectively utilize SAME Fellows and Post senior leaders in support of Post programs.

### DESIRED ELEMENTS:

1. *(Desired)* Post provides funding for one or more NCOs or Young Members to attend the annual JETC or other education or other training event hosted by a Post or other professional association.
2. *(Desired)* Provide leadership development opportunities for Young Members in Post programs in order to support succession planning.
3. *(Desired)* Utilize Post Education and Mentoring or Operating Funds to support the education and professional development of one or more of the following groups in STEM Careers: K-12 Teachers and/or Students, College Students, Young Members or NCOs

### ALTERNATIVE CREDIT PATH:

*(Alternative)* Post to develop and execute activities and/or events to further the goals of the Leadership & Mentoring Section of the *SAME Strategic Plan 2020* (as presented above) in a meaningful and quantifiable way. In choosing this less prescriptive credit path, the burden of presenting value of said activity or event lies with the Post's submission and will be given commensurate credit upon evaluation.

# 2020 SAME Strategic Plan

## Streamer Criteria

### Goal 3: Professional Development and Personal Growth

*Develop tailored opportunities and supporting resource plans to train, educate and promote credentialing of members in order to help them grow personally while they pay it forward through direct contributions to the development of future professionals.*

#### OBJECTIVES:

1. **By 2020:** The SAME Foundation principal is over \$5 million and is funding member professional development initiatives, including establishing SAME as the portal for SAME members to access professional development offerings of other professional societies.
2. **By 2020:** SAME provides members with robust programs for training, continuing education, credentialing and advanced degrees.
3. Develop our nation's future engineers and grow prospective members of the Society through STEM outreach efforts, scholarships, and engagement of College Student Chapters.
  - **By 2020:** SAME will be recognized nationally as a leader in STEM initiatives at the primary and secondary school levels. Partnerships with diverse organizations (such as Boy and Girl Scouts of America, Department of Defense Schools and others) contributes to enhancing the positive image of the profession among youth and leads to producing engineers and allied professionals.
    - Fully implement a STEM Corner section in *The Military Engineer*.
    - Develop tools to track effectiveness of STEM outreach at the Post and National levels.
  - **By 2020:** Expand Post- and National- sponsored STEM-based camps or programs.
  - **By 2020:** SAME enhances its scholarship program through increasing visibility in the secondary and collegiate STEM community, increasing applications received, assigning mentors to scholarship recipients, and tracking awardees' progress. A well-defined and measurable program is developed, demonstrating our long-term commitment to develop future engineers and future SAME members.
  - **By 2020:** SAME Posts establish and expand connections to College Student Chapters in order to produce a more rewarding and productive experience for developing professionals, retaining student interest in SAME, and producing new members for SAME.

### Goal 3: Streamer Criteria

#### METRICS FOR WINNING STREAMER:

- Small Post (0-175 members): Meet 3 of 4 required elements and 1 of 5 Desired Elements
- Medium Post (176-450 members): Meet 4 required elements and 2 of 5 Desired Elements
- Large Post (451+ members): Meet 4 required elements and 3 of 5 Desired Elements
- Streamer with Distinction: Meet all required and desired elements
- **Alternative Credit Path:** Posts may pursue the alternative path to substantiate contributions for any or all of the desired or required elements

#### REQUIRED ELEMENTS:

1. (*Required*) Demonstrate a commitment to the personal growth of a scholarship recipient by providing a Post scholarship program for post-secondary education that includes sponsoring or mentoring the scholarship recipient throughout their college career (eg. tutoring assistance, summer intern employment with a sustaining member, etc.).
2. (*Required*) Foster professional development of members by sustaining the SAME standard of 8 professional development hours (PDH) per year for large posts, 4 PDH for medium posts, 2 PDH for small posts.
3. (*Required*) Conduct K-12 Outreach to promote careers in Science, Technology, Engineering and Math (STEM).
4. (*Required*) Nominate a high school student or Mentor to a SAME Engineering & Construction Camp, STEM Camp, or other Post level Summer Camp.

#### DESIRED ELEMENTS:

1. (*Desired*) Support the development of the SAME Foundation in coordination with the SAME National Office. Assist the Foundation, in coordination with SAME National and the Foundation Board, consistent with the intent of post level use of Foundation resources and capabilities.
2. (*Desired*) Provide one or more needs-based scholarships in order to expand SAME's external reach.
3. (*Desired*) Offer a Post program to support credentialing; must be met by something other than PDHs given at regular meetings.
4. (*Desired*) Establish, sponsor, or co-sponsor a STEM-based summer camp or program.
5. (*Desired*) Actively mentor and support a SAME College Student Chapter.

#### ALTERNATIVE CREDIT PATH:

(*Alternative*) Post to develop and execute activities and/or events to further the goals of the Professional Development and Personal Growth section of the *SAME Strategic Plan 2020* (as presented above) in a meaningful and quantifiable way. In choosing this less prescriptive credit path, the burden of presenting value of said activity or event lies with the Post's submission and will be given commensurate credit upon evaluation.

## Goal 4: Resilience

*Contribute to government and private sector collaboration to minimize the impacts of and enhance effective response to natural or man-made threats.*

### OBJECTIVES:

1. Leverage The Infrastructure Security Partnership Council (TISP) and local and regional stakeholders to provide resiliency/recovery training and awareness to both members and stakeholders with regards to local infrastructure risks and mitigation strategies.
2. Provide joint training and awareness to members, and local and regional stakeholders with regards to the efficient development, implementation and use of new and existing technologies that improve infrastructure resilience.
3. Provide joint training and awareness to members, and local and regional stakeholders with regards to cybersecurity challenges and solutions.
4. Provide joint training and awareness to members, and local and regional stakeholders with regards to water and energy challenges and solutions.

## Goal 4: Streamer Criteria

### METRICS FOR WINNING STREAMER:

- Small Post (0-175 members): Meet 2 of 3 Desired Elements.
- Medium Post (176-450 members): Meet 1 required elements and 1 of 3 Desired Elements
- Large Post (451+ members): Meet 1 required elements and 2 of 3 Desired Elements
- Streamer with Distinction: Meet all required and desired elements
- **Alternative Credit Path:** Posts may pursue the alternative path to substantiate contributions for any or all of the desired or required elements

### REQUIRED ELEMENTS:

1. *(Required)* Conduct or significantly participate in an event focused on technology, tools and/or best practices related to response, recovery or adapting strategies for enhancing infrastructure resilience of local critical infrastructure.
2. *(Required)* Conduct or significantly participate in an event that is focused on technology, tools and/or best practices to improve infrastructure resilience in the areas of energy, water and cybersecurity.

### DESIRED ELEMENTS:

1. *(Desired)* Engage local or regional stakeholders and members to identify high risk threats to local community infrastructure and develop roadmaps for local solutions.
2. *(Desired)* Conduct or participate in an Emergency Preparedness or Community Resilience exercise with regional, state or local organizations.
3. *(Desired)* At least one Post Member participates in one or more regional or national resilience educational event (conference seminar, webinar, etc.) and provides knowledge gained to other Post members.

### ALTERNATIVE CREDIT PATH:

*(Alternative)* Post to develop and execute activities and/or events to further the goals of the Resilience Section of the *SAME Strategic Plan 2020* (as presented above) in a meaningful and quantifiable way. In choosing this less prescriptive credit path, the burden of presenting value of said activity or event lies with the Post's submission and will be given commensurate credit upon evaluation.



# 2020 SAME Strategic Plan

## Streamer Criteria

### Membership Retention Streamer Criteria

#### REQUIRED ELEMENTS:

1. Membership Streamer will be awarded to Posts that have no loss in Total Membership base on the January 1 baseline report.
2. Posts that grow 5% or more will earn the streamer with distinction.

### Top Post evaluation and selection:

*(more details to be developed on the specifics of how this will be implemented)*

1. Top Post Selection Committees would comprise of the following:
  - a. Small Post Selection Committee
    - i. 1 National Representative (offering consistency and guidance)
    - ii. 2 Small Post Representatives from each Region
  - b. Medium Post Selection Committee
    - i. 1 National Representative (offering consistency and guidance)
    - ii. 2 Medium Post Representatives from each Region
  - c. Large Post Selection Committee
    - i. 1 National Representative (offering consistency and guidance)
    - ii. 2 Large Post Representatives from each Region
2. Consideration is automatic for all distinguished posts.



### Distinguished Post Criteria

- *Small Post:* win three streamers including the membership retention streamer
- *Medium Post:* win four streamers including the membership retention streamer
- *Large Post:* win all five streamers

### Distinguished Student Post Streamer Criteria\*

#### METRICS FOR WINNING STREAMER:

- Meet 2 required elements and 1 of the Desired Elements
- Streamer with Distinction: Meet all required and desired elements

#### REQUIRED ELEMENTS:

1. Active student post leaders and the faculty advisor (submit names).
2. Post participation in a function or event that demonstrates support for a national, regional or institution wide competition or similar event.

#### DESIRED:

1. Participate in a social/mentoring event with the host post, another student post or another student engineering society chapter or any combination thereof.
2. Demonstrate host post sustaining member participation in collaborative engineering opportunities such as local competitions, mentoring for senior project teams, judging senior projects, teaching or presenting engineering class sessions or similar type events.

*Example:* VMI vs Virginia Tech pumpkin catapult competition

\* *NOTE:* Student chapter submits with support from host post. If the criteria are met, the streamer is awarded to both Student Chapter and host post.