



2024-2025 Planning Meeting Agenda

www.agacgfm.org/indianapolis

July 31, 2024

In Person/Microsoft Teams

Welcome – Brooke Neuerman

- Welcome to the new AGA program year!

Feedback from 2023-2024 Program Year – Open Discussion

- What went well
 - o Local PDT with SDFM (previously ASMC) was successful!
 - o Webinars with Central Indiana chapter was beneficial for both chapters.
 - o Central Indiana partnership for community service events went well.
- Challenges and areas for improvement
 - o Lack of building presence.
 - o In person PDT was very expensive and therefore not as profitable as the last couple years.
 - o Sponsorship. It's more successful when attached to an event. Secured four sponsors for the PDT and SDFM has been able to secure sponsorship for their luncheons.
 - o Timeline of program year budget planning

President's Vision for 2024-2025 Program Year – Brooke Neuerman

- How do we increase engagement?
 - o Potentially require people to come to certain events for certain perks. Tiered prizes such as the gold prize is a trip to the AGA National PDT,



silver is gift cards, etc. Coming to certain events or a certain number of events would enter members into the drawing.

- How do we communicate our value with members and prospective new members?
 - o Flyers? Daily News? Intern and DCAP program outreach? Other agencies (via friends)?
 - o Table at the DFAS picnic?
 - o Tables outside the cafeteria?
 - o There are chapter resources we can use for marketing.

Brainstorming Session – Open Discussion

- The chapter only offered one scholarship this year because we didn't make as much as hoped at the PDT. But is offering one scholarship bad?
- Would the PDT cost have to increase if we did it in person again? An idea is to cap attendance to keep costs down. Hybrid events could help (for example, hosting it in person for locals and virtual for non-locals only). Having a company run the tech part would make it expensive. Checking venue equipment would be necessary before committing.
 - o What about other local places like libraries? The Carmel one had a sound board and such. IT events have happened at the boy scout camp. City of Lawrence is willing but might not always have the tech; were willing to let us use it for free in the past.
- Sponsorship idea: ask for sponsors of community service efforts for the year. Purchase shirts (with AGA logo and sponsors) and have the sponsors participate with us.
- Communicating with members through Teams/emails/newsletters would be nice. It might be hard for orgs other than DFAS to open emails from DFAS.



- New Teams allows cross-tenant collaboration, even outside DoD. Document editing might be difficult, but a digital pamphlet would be nice that they can click into. Also heavy utilization of the website would be useful.
- We can attempt to build relationships with colleges, whether that be speaking events or student chapters.
- Luncheons could be nice. Maybe partner with SDFM (ASMC). Recognize members for doing cool things (for example, Jennifer Welch and Catrina earning awards at the national level).
- An AGA picnic was done in the past, offsite (Lawrence Park) during the workday. Happy hours were also done in the past. These events would appeal to different audiences.
- How do we get people reinstated when membership has lapsed? Looking into this.
- Tech may be a necessary investment. This might be the year to take risks. Do we need \$36k in CDs?
- Heaviest in person days are Tuesdays, Wednesdays, and Thursdays. CBP does a lot of Wednesdays. Varying the days of meetings would help get more people attending in person events.

Around the Horn