



HEADQUARTERS
Civil Air Patrol Illinois Wing
United States Air Force Auxiliary
Public Affairs Directorate



PUBLIC AFFIARS PLAN
July 16, 2009

Step 1: Determine PA needs and opportunities (Situation Analysis)

- A. Illinois Wing Unit Strength
 - a. Wing Headquarters = 1
 - b. Group Headquarters = 6
 - c. Squadrons = 31
 - d. Legislative Squadron = 1
- B. Illinois Wing Membership
 - a. Cadets = 558
 - b. Senior Members = 731
 - c. Total = 1,289
- C. Illinois Wing Special Events
 - a. Wing Conference – every other year – next scheduled for 2010
 - b. Johnson Flight Academy – annual – dates vary
 - c. Support of annual NHQ Glider Academy – Mattoon, IL
 - d. Spring Cadet Encampment – annual – dates vary
 - e. Summer Cadet Encampment – annual – dates vary
 - f. SAR/DR Training – periodic throughout the year in different locations
 - g. SAR/DR Evaluation – every two years
 - i. 2009 Eval had local broadcast media coverage
 - h. Illinois Wing PA Academy – every two years
 - i. Taste of Chicago – summer recruiting exhibit
 - j. Chicago Lakefront Air and Water Show – summer recruiting and fund raising event
 - k. Local unit support of various airshows and fly-ins
 - l. King of the Rock – annual Group sponsored outdoor leadership challenge
 - m. Support of Illinois Institute of Technology’s Engineering Week
 - n. Support of Illinois Department of Transportation’s career day
- D. Identify Illinois Wing Strengths
 - a. 2009 Survey of Audit Outstanding rating
 - b. Dramatic improvement in Finance Directorate
 - c. Rated Excellent in 2009 SAR/DR Evaluated mission
 - d. Introduced MIO plan to appoint an MIO for every mission per the directive of the NHQ Commander
 - e. Revamped Illinois Wing PAO website incorporating Wing reCAP newsletter on home page <http://ilwg.cap.gov/pao>

- i. Includes special Mission Tracking link that is regularly updated to provide current information on REDCAP or SAR/DR training missions
 - f. Along with a website, the Wing has an active CAP Blog edited by unit PAs
http://ilcapnews.blogs.com/il_cap_news_blog
 - g. Wing maintains broadcast email list of all cadet and senior members that is widely used by the Command Section, PA, Wing Staff, and special event project officers
 - h. Project officer appointed to launch School Enrichment Program (SEP)
 - i. Installation of Illinois Wing computer server to facilitate communications, form filing, etc. with local units
 - j. PA rated Outstanding on last CI and SAR/DR Evaluated mission
- E. Targets for improvement
- a. Low percentage of groups and squadrons with assigned PAs
 - b. Wing has very few qualified Mission Information Officers
 - c. To date very little contact with PA counterparts at Illinois Department of Transportation, Illinois Division of Aeronautics, Illinois Emergency Management Agency, Illinois Department of Homeland Security, Scott AFB, Illinois National Guard
 - d. Not enough external media coverage of Wing events
 - e. Unit PAs do not contribute enough material for E-newsletter
 - f. Remiss in contacting, training and motivating unit PAs
 - g. PA Directorate needs to establish working relationship with Recruiting & Retention
 - h. Not every Wing event has a named PA responsible for internal, external, PA and photographs
 - i. Wing has not selected nominees for annual PA awards

Step 2: Establish Objectives

- A. Objectives
- a. Increase percentage of units with named PAs
 - b. Work with all Wing PAs and those identified with PA specialty track in database to train for qualification as MIO
 - c. Identify PA counterparts at agencies listed above and call to set up appointments. Be sure to include CAP-USAF State Director in meetings with military PAs.
 - d. Send advisory press releases to appropriate media at least two weeks prior to Wing event and follow up with secondary release five days before
 - e. Be sure that unit PAs know that their contributions to Wing news is welcome. Prepare guidelines for type of events that we'd like to have covered.
 - f. Email, and /or phone every unit PA at least once per month. Schedule unit visits to meet with PAs and commanders.
 - g. Meet regularly with RRO to take advantage of existing recruiting opportunities and create new events
 - i. Help to create system to improve retention
 - 1. Survey active cadet and senior members
 - 2. Survey members who do not renew
 - h. Pay close attention to the wing calendar and make sure that each event is covered. Coordinate efforts with the event project officer.

- i. Prepare nominations in a timely manner this year.

Step 3: Establish Benchmarks for Each Objective

A. Benchmarks

- a. By July 2010 establish named PAs in 70% (26) of all groups and squadrons
- b. Review each PA's training record. Counsel those without a specialty rating in PA on how to go about progressing through the program
 - i. Offer to help with the tracking paperwork needed for credit to achieve ratings
 - ii. Goal is to reach 100% compliance of PAs either in training or having achieved their Master rating.
- c. Search the Internet and make phone calls to establish a phone, address and email list of pertinent PAs in other agencies. Arrange face-to-face meetings with 80% of them by July 2010.
- d. Prepare boilerplate press releases to be used by field PAs and PAs assigned to specific activities.
 - i. Make sure all involved have accurate, up-to-date media email and phone rosters
- e. Consider hosting a wing-wide PA Academy every year instead of every two years.
 - i. Get to know unit PAs, gauge their experience, and tailor individual training to meet their needs.
 - ii. Investigate availability of inexpensive, on-line software that will permit interactive training (i.e. Webinar).
- f. Aim for visits to 70% of wing units by July 2010
- g. Call RRO to set up meeting at Wing on staff meeting day, or wing work night. By July 2010 have in place:
 - i. Member survey results
 - ii. Results of statistical sample of non-renewing members
 - 1. Surveys will be on-going annual project
- h. Establish 100% coverage of all future wing events effective immediately

Step 4: Determine Effectiveness (Evaluation)

- A. Prior to the 2010 update, meet with the Wing Commander, Vice Commander and Chief of Staff to demonstrate status of reaching goals established above.

APPROVED:



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ANNUAL COMMANDER'S REVIEW:

Date	Initials
JUL 2010	
JUL 2011	
JUL 2012	
JUL 2013	
JUL 2014	