



# New Mexico Wing, Civil Air Patrol

United States Air Force Auxiliary

4500 Biggs Ave, SE, Bldg 926

Kirtland AFB 87117-5300



## Public Affairs Plan

March 2009

This plan will be in effect from 31 March 2009 through 31 December 2009.

### **I. Public Affairs' needs and opportunities (Situation Analysis)**

#### **A. Wing Statistics:**

The Wing has 23 squadrons

844 members (370 cadets and 474 seniors).

There are fourteen (14) Composite Squadrons

One (1) Legislative Squadron

One (1) Group 800 comprised of the (6) Cadet Squadrons, School Enrichment Program

One (1) Cadet Squadron, not part of Group 800

One (1) Senior Squadron

Thirteen (13) Public Affairs Officers (PAO)

Seven (7) squadron commanders performing the duties of PAOs

Nine (9) Information Officers (IO).

#### **B. Special Events:**

12 SAREX – (dates): One every month

1 Tabletop exercises – (dates):

1 Wing Conference – (dates): 13 - 15 Nov 2009

225 Orientation Flights last year, 54 Orientation Flights Jan – Mar 2009

2 Fly the Teacher per year - Feb & Nov 2008, Feb 2009 & April 2009

3 Rocketry Events last year, two this year 15-16 January 2009

2 Encampments – (dates): Summer 7-12 Jun 2009, Winter 26-31 Dec 2009

1 Air Shows at Kirtland AFB per year

1 Wreaths Across America – (dates): Santa Fe National Cemetery 13 Dec 2008

1 Wing Dining Out – (dates): 28 Feb 2009

1 Wing Cadet Color Guard Competition – (dates): October 2008

1 PAO (CAP) Workshops – (dates): Scheduled for 18 & 19 Jul 2009

1 PAO (FEMA) Workshops – (dates): Tentatively sched. for 29 & 30 Aug 2009

#### **Wing Hosted:**

1 Southwest Region Staff College (SWRSC) – (dates): 11-17 Jul 2009

4 AFJROTC ground school and - Camp #1: 7 – 9 June, Camp #2: 21-23 Jun, Camp #3: 12 – 14 Jul, Camp #4: 26 – 28 Jul 2009, including O-flights.

### **C. Wing Strengths**

The Wing has a diverse, experienced staff that is committed to the highest ideals of volunteer service. The staff makes excellent use of technology, such as telephone conference calls, the New Mexico Wing website, internet video conferencing and email to promote collaboration between Wing HQ and subordinate units. The Wing is an acknowledged leader in all of its missions and is serving the local communities and the nation. The wing currently has 2 finds credited by the AFRCC.

### **D. Areas Needing Improvement**

1. External funding.
2. The Wing needs to improve recruiting/retention.
3. Training for the PAOs and MIOs.
4. Public Awareness.

### **E. Current Initiatives**

Promotion and communication of:

1. Significant missions.
2. Membership accomplishments.
3. Special events.
4. Community Service.

### **F. Areas needing improvement**

1. Recruiting/retention.
2. Training.

### **G. Improvements for the (April – December 2009)**

1. Promote recruiting drives.
2. Increase public awareness of CAP.
3. Provide PAO and MIO training at wing level.
4. Increase cadet participation within the Wing Public Affairs and recruitment program throughout the Wing. Nothing gets prospective cadet's attention like the story of why a current cadet joined CAP.

## **II. Establish Objectives for calendar year 2009:**

### **A. Provide PAO & MIO Training.**

### **B. Recruitment and Retention.**

### **C. Increase public Awareness at the local and state levels.**

### **D. Promote cooperation between CAP and other Aviation Organizations, the military, business, industry and civic groups.**

### **E. Promote Safety.**

### **III. Establish Goals for Each Objective**

#### **A. Provide Training and Resources to PAOs/MIOs by:**

- a. Provide training and resources to PAOs/MIOs to subordinate unit PAOs to assist them in their duties.
  - (1) Provide training to increase the MIOs within the wing by offering a FEMA based PAO/IO workshop (FEMA G-290 PIO Basic Course) in conjunction with the State of New Mexico New Mexico Department of Homeland Security and Emergency Management (DHSEM) during the first and third quarters of calendar year 2009.
  - (2) Offer a Wing PAO/IO workshop in conjunction with the 2009 Wing Conference to be held in Las Cruces, New Mexico.
  - (3) Encourage the appointment and mentoring of cadets within the squadrons as Cadet PAO/MIOs.
  - (4) Provide PAOs /MIOs resources to help in their duties, to include samples and links to websites with useful information and examples during the first quarter of calendar year 2009.
- b. Increase cadet participation within the Wing Public Affairs and recruitment program throughout the Wing by:
  - (1) Encourage the appointment and mentoring of cadet PAOs by educating subordinate PAOs and Deputy Commanders of Cadets (DCCs) that PAO is one of the two positions (the first being Admin) that can be filled in the organizational charts of the Cadet Command staff. This will be done quarterly in the Wing newsletter and via periodic emails.
  - (2) Working with the Cadet Advisory Council (CAC) to educate cadets throughout the Wing as to why a cadet should consider the position of C/PAO, this will be first presented in the Wing newsletter, followed by quarterly reminders at the CAC meetings.

#### **B. Promote safety concerns/issues within the Wing and subordinate units by:**

- a. Promoting appropriate safety concerns/issues tying it into topics whenever appropriate in the Wing newsletter, PAO workshops, seminars, on the website and in presentations to the Wing membership and the public.

#### **C. Recruiting/Retention**

- a. Give recognition and/or awards to the most successful recruiting squadrons.
- b. Give recognition and/or awards to the most successful retention program.
- c. Post nationally produced poster/flyers.
- d. Promote squadron activities and notices in the wing newsletter.

#### **D. Promote public awareness of CAP:**

- a. Submit Public Service Announcements to the broadcast media (radio and television) within the state.
- b. Give presentations within the community.
- c. Invite VIPs to meetings as guest speakers.
- d. Legislative outreach.

**IV. Effectiveness of this plan will be determined as follows:**

**A. Provide Training and Resources to PAOs/MIOs**

- a. Was the FEMA (G-290) Basic PIO Course offered within calendar year 2009?
- b. Was the Wing PAO/IO presentation held in conjunction with the 2009 Wing Conference to be held in Las Cruces, New Mexico?
- c. Was there a PAO/IO workshop held in calendar year 2009?
- d. Was the PAO /MIO resources disk, including samples and links to websites with useful information and examples, developed and distributed to the squadrons within calendar year 2009?

**B. Promote safety concerns/issues within the Wing and subordinate units by:**

- a. Were safety concerns/issues promoted in the Wing newsletter, PAO workshops, seminars, on the website and in presentations to the Wing membership and the public?
- b. Increase cadet participation within the Wing Public Affairs and recruitment program throughout the Wing by:
  1. Was the appointment and mentoring of cadet PAOs encouraged in the Wing newsletter and via periodic emails?
  2. Was the Cadet Advisory Council (CAC) assistance requested to help get cadets throughout the Wing assigned to the position of cadet PAO through the Wing newsletter, followed by quarterly request at the CAC meetings?

**C. Recruiting and retention:**

- a. Increase in new members over the next 12 month period.
- b. Reduction of membership attrition.

**D. Increase Public Awareness of CAP:**

- a. Were Public Service Announcements submitted to the broadcast media within the year?
- b. Did qualified members speak to at least 4 organizations (e.g. Rotary, VFW, EAA, pilot associations, chambers of commerce) per year?
- c. Were subordinate units encourage and/or assisted in holding at least one open house per year? Did any of the squadrons hold an open house?

**APPROVED:**

*Richard F. Himebrook*

Col. Richard Himebrook, Wing Commander

03/31/2009

MM / DD / YYYY