



WISCONSIN WING CIVIL AIR PATROL
UNITED STATES AIR FORCE AUXILIARY
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Strategic Plan 2014 – 2017

Vision Statement

Wisconsin Wing serves our state through volunteer service and community engagement by valuing and encouraging excellence.

Mission Statement

Wisconsin Wing will deliver Cadet Programs, Aerospace Education and Emergency Services to our communities and State with the most highly trained and dedicated volunteers in Civil Air Patrol.

STRATEGIC GOALS AND ACTIVITIES

Goal #1: Manage operational risk in an effective manner to ensure life, safety and asset maintenance.

Objective 1: To ensure that WIWG maintains a minimal risk of personal injury or asset damage in all Wing activities through cost-effective training for all Wing members with clear measurable goals.

Activity 1: All CAP pilots to fly a minimum of 2-hours per month.

Activity 2: 100% of ground team members participate in an AFAM training mission every 12 months in a ground team capacity.

Activity 3: Conduct a minimum of one flight clinic per year.

Activity 4: 100% of mission aircrew personnel participate in an AFAM training mission every 12 months in an aircrew capacity.

Goal #2 – Increase funding for Wisconsin Wing operations, activities and squadrons.

Objective 1: To increase State General Purpose Revenue support by 100% by 2018.

Activity 1: Increase CAP awareness through an active information (marketing) effort to include members, State agencies, elected officials, local government and organizations, and the business community.

Activity 2: Evaluate, maintain and/or enhance positive working relationships with all the individuals and agencies with which Wisconsin Wing interacts.

Objective 2: To establish a strong regional and local financial support program for Wing Squadrons.

Activity 1: Through a planned effort identify appropriate funding sources and raise a minimum of \$5,000 for youth programming by 12/31/2017.

Activity 2: Develop a program that will assist local Squadrons with their fund-development efforts.

Goal #3: Improve the CAP membership experience through continuous quality improvement, professional development and a customer service mindset resulting in higher member satisfaction, increased retention and new membership.

Objective 1: Increase cadet membership by 30% by 2018.

Activity 1: Evaluate, plan and establish appropriate relationships with non-CAP youth organizations.

Activity 2: Review CAP brand awareness by non-CAP youth organizations and develop a program to increase the brand awareness and interaction between the organizations.

Objective 2: Increase senior membership by 10% by 2018.

Activity 1: Review, identify and/or develop millennial-focused and diversity oriented recruiting programs for the various regions of the State.

Activity 2: Develop an interaction and recruiting campaign targeting non-CAP related adult organizations.

Activity 3: Develop a program to increase Cadet Sponsor members through information and participation activities.

Objective 3: Develop and implement a wing-wide customer service program and mentality to increase member satisfaction and involvement levels.

Activity 1: Establish and implement Customer Service Standards.

Activity 2: Assist units with a defined program to enhance Cadet to senior transition and improve retention.

Activity 3: Develop an understanding by members that encourages cross-training to all three CAP missions.

Activity 4: Increase member satisfaction through a planned and implemented Continuous Quality Improvement program,

Activity 5: Increase member recognition by developing a Squadron of Excellence program.

Activity 6: Increase member involvement by developing a consistent member feedback mechanism.

Activity 7: Use technology to increase efficiency and increase member engagement.

Activity 8: Expand or develop where necessary a wing wide mentorship and skill development program.

Goal 4: Execute the three CAP missions throughout Wisconsin communities in an effective and professional manner becoming the resource of choice for local, State and federal agencies.

Objective 1: Engage cadets in mutually beneficial training and actual mission activities through strong unit leadership leading to a better prepared member.

Activity 1: Involve cadet members in outreach programs to other youth organizations and include senior officer oversight on activities.

Activity 2: Challenge cadets to increase their level of participation in cadet-oriented training and programs (O-flights, Cyber Patriot, cadet competition, NCSA).

Activity 3: Involve cadet members more often in program planning, CAC and leadership roles.

Objective 2: Support and expand current Aerospace Education Programs and increase the AE outreach with a 15% increase in AE presentations to communities over three years.

Activity 1: Continue building relationships with educators and expanding Science, Technology, Engineering and Math (STEM) outreach in our communities, increasing presentations to schools at all grade levels and encouraging units and schools to make more use of the STEM kits available through CAP.

Activity 2: Expand upon our annual AE Weekend to include all squadrons, 100% of squadrons to earn the AEX award to include AEX awards for school programs.

Activity 3: Develop a syllabus for use by squadrons outlining types of programs and contact processes to increase awareness of local civic and other organizations through AE presentations by CAP members.

Objective 3: Promote CAP recognition as the best trained and emergency services force both in the communities we service and statewide.

Activity 1: Ensure Goal 3 Objective 3 receives the support of Wing Command, staff and active members.

Activity 2: Develop and increase the mission base staff resources through a minimum of two funded or non-funded Group led training opportunities each year.

Activity 3: Develop a viable and workable statewide promotional program to augment the local squadron outreach in AE and other promotional efforts.

Activity 4: Ensure Goal 2, Objective 1 receives Wing Command, Staff and member support at all stages.