

UNITED STATES POWER SQUADRONS
DISTRICT 9
STANDARD OPERATING PROCEDURE

Title:

**RESPONSIBILITIES OF SQUADRON
AMBASSADOR**

No. **43**

Date Created: 27 Oct 2007

Revised:

1. PURPOSE & QUALIFICATIONS

A. Purpose

1. To assist squadrons in evaluating their needs and to give assistance as needed. To introduce them to practices which will aid them in overcoming their concerns.
2. To effectively transfer innovative membership program ideas in addition to the energy and enthusiasm of national and district meeting presentations, and other forms of direct support directly to squadrons.
3. To act as a liaison between the squadron and district, and ultimately the National Membership Committee.
4. To keep the District Bridge appraised of progress regarding "at risk" squadrons.

B. Qualifications

1. The Ambassador shall reside within District 9 and should be someone other than the Membership chairperson.
2. The Ambassador should possess: (1) exceptional presentation skills, (2) an energetic, outgoing, people oriented personality, and (3) strong marketing skills.
3. The Ambassador shall be capable and willing to travel to squadron meetings within the district upon request.

2. RESPONSIBILITIES

A. Monitoring for "at risk" squadrons

1. Review squadron membership numbers within the district to assess recruitment success.
2. Review the number of merit marks issued to each squadron within the district to assess member involvement.
3. Review the number of non-renewals of each squadron within the district to assess retention success.

B. Communication & Availability

1. Maintain open communication (preferably by phone, email or fax) on a quarterly basis with all squadron Administrative Officers within the district to determine if a squadron visit is requested or appropriate and to assess squadron status.
2. Be available to visit a squadron upon request to assist in overcoming membership related problems, including acquisition, retention and involvement.

C. Action Steps

1. Work with the squadron to perform a "Needs Assessment" to assist them in identifying their own problems.
2. Be totally familiar with the "tool kit" of programs available from the National Membership, Planning and Squadron Development Committees and share relevant programs with the squadron.
3. Assist the squadron in establishing their own program to address their identified needs. This should lead to the development of a written action plan with measurable goals which may include: (1) at least a 1-3% membership increase, (2) at least 10% increase in the number of squadron merit marks earned, and (3) deliberate, early and substantive involvement of new squadron members in squadron activities.
4. Work with the squadron in establishing an evaluation and reporting program in order to evaluate the success of their efforts. Where applicable build in milestones so that their achievements can be noted as they proceed with the program (ref. 3 above).
5. Be available to support visits by District Bridge Officers to their mentored squadrons as needed.

D. Feedback

1. Provide both measurable feedback and objective observations to the District Administrative Officer regarding the status of squadron's, visits requested, and measurable progress related to member recruitment, involvement and retention.

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<p>SOP 43 HISTORY: CREATED: 27OCT2007 REVISED:</p>
