

# MILITARY FAMILY READINESS FORUMS

A TOOLKIT FOR AUSA CHAPTER PRESIDENTS

*A step-by-step guide toward a successful education forum aimed at increasing education and information on the issues facing today's Army family members.*

**CREATED BY:**

The AUSA Family Readiness Directorate  
AUSA National Headquarters

**CONTACT:**

Patty Barron  
[pbarron@ausa.org](mailto:pbarron@ausa.org)

3	Welcome
<b>4</b>	<b>Part I: Event Planning</b>
4	<b>Getting Started</b>
	<ul style="list-style-type: none"><li>• <i>Gauging Your Local Community Needs</i></li><li>• <i>Topic Selection</i></li><li>• <i>Determining the Date, Location and Length of Forum</i></li></ul>
7	<b>Budget</b>
8	<b>Program Partner Selection</b>
	<ul style="list-style-type: none"><li>• <i>Community Partner Exhibit Fair Options and Passport Participation</i></li></ul>
8	<b>Marketing the Event</b>
9	<b>Determining and Managing Speakers</b>
	<ul style="list-style-type: none"><li>• <i>Inviting Speakers and Panelists</i></li><li>• <i>Pre-Forum Conference Calls</i></li><li>• <i>Invitation and Registration Set-Up</i></li><li>• <i>Inviting Senior Leaders and Influencers</i></li></ul>
<b>11</b>	<b>Part II: Event Execution</b>
11	<b>Administration for the Event</b>
	<ul style="list-style-type: none"><li>• <i>The Venue Point-of-Contact and Caterer</i></li><li>• <i>Audio/Visual Requirements</i></li><li>• <i>Room Set-Up</i></li><li>• <i>Registration Table Set-Up</i></li><li>• <i>Promotional Items and Give-Aways</i></li></ul>
<b>13</b>	<b>Part III: Event Follow-Up</b>
13	<b>Event Survey and After Action Review (AAR)</b>
13	<b>Thank Speakers, Panelists and Volunteers</b>
<b>14</b>	<b>Appendix</b>

Dear AUSA Chapters,

On behalf of the Association of the United States Army (AUSA) Family Readiness Directorate, we are thrilled that you have volunteered your chapter leaders, members, resources and time to provide an educational forum to the **military families in your local community and/or those that support them**. This toolkit is meant to support you in this endeavor. It was written with the novice in mind (thus the large amount of detail) but we hope that those of you with more experience will also find portions of it helpful.

Each year during the AUSA Annual Meeting in Washington, D.C., the Military Family Forums showcase a series of topics pertinent to current issues that impact Army families. In 2015, AUSA took its popular Military Family Forums on the road to address issues and concerns specific to the Regular Army, Army National Guard and Army Reserve families across the nation. Now, the AUSA Family Readiness Directorate looks to you, our local Chapters, to support this national effort in your own communities.

All AUSA Military Family Forums aim to provide Army families—and the organizations that support them—with education, information and networking opportunities to help all participants recognize and master the different phases of the military life cycle.

Our expected outcomes include: providing a better understanding of the current status of local installation and community-based programs specific to topics of discussion; and affording an opportunity to network with organizations focused on military families and family members.

All Military Family Forums strive to bring in the most qualified and informed subject-matter experts for each event. For example, when the AUSA Family Readiness Directorate hosted a forum at Joint Base Lewis–McChord (JBLM), *Education for the Entire Family*, speakers for the program included representatives from the Department of Defense State Liaison Office; the Military Interstate Compact Commission; school superintendents; Veterans’ Services representatives who serve in the Washington State Department of Veterans’ Affairs; and representatives from the David L. Stone Education Center at JBLM and Armed Forces Community Services.

This Toolkit includes everything you and your chapter will need to arm yourself with building a successful Military Family Forum in your community.

Thank you for your continued service to the All-Volunteer Force.

Sincerely,



Patricia M. Barron  
Director, Family Readiness  
Association of the United States Army  
[pbarron@ausa.org](mailto:pbarron@ausa.org)

PART I

# EVENT PLANNING

## GETTING STARTED

Making the decision to offer a Military Family Forum in your community can be daunting. There are many steps that go into planning this impactful event. Where do you start? How do you know what to offer? Who should be involved?

In our opinion, the best place to start is by forming a two-to-three person planning committee that will be dedicated to the planning and execution of the forum. Be strategic about the selection of these members and ensure they have the necessary time and availability and are dedicated and passionate about serving the local military community. Members can include representatives from AUSA National Headquarters, the local AUSA Chapter and/or representation from the local Army Community Service (ACS) office. The planning committee should begin working together approximately four to five months prior to the projected event date.

Once the committee is established, gauge the local community to see what the most pressing needs are.

### GAUGING YOUR LOCAL COMMUNITY NEEDS

With 113 AUSA chapters worldwide, the local military communities with which you interact can be very diverse. Many of you have a combination of Active and Reserve component units that make up your targeted audience, all with specific needs for support and education. It is therefore important that you use various strategies to discover the specific issues and challenges faced by the families you serve.

- Send out a short survey to the members in your chapter asking them to identify what issues they are hearing from the Regular Army, Army National Guard and Army Reserve families in your area.
  - Sample survey questions could include:
    - If AUSA (Chapter Name) were to host an educational Military Family Forum in this area for local military families, what types of topics should we consider?
    - Besides local military family members, whom else should we invite?
    - Have you been in contact with or heard a speaker at any event within the past 12 months that really piqued your interest and could send an impactful and motivational message to our local military and/or surrounding community?
    - Are there topics concerning military family issues that you think our corporate members would be interested in learning more about?
    - Would you be interested in assisting with the planning and execution of a Military Family Forum in our community?

- Survey Monkey is an easy-to-use online tool that can help you gather answers to these questions. You can access it for free by clicking [here](#).
- Consider forming a focus group of like-minded AUSA Corporate Members in order to gauge their interest and knowledge on topics concerning the military community and military needs. Possible topics might be:
  - Healthcare Professionals: Military families and PTSD;
  - Large/National/Multinational Corporations: How to Hire and Retain a Military Spouse through Permanent Change of Station (PCS) Moves; and
  - Small Businesses: Get to Know Your Military Neighbors

Based on your location, are there any topics that might catch the eye of current and potential corporate members?

- Contemplate hosting a breakfast or light lunch and invite the senior leaders or spouses to an information collection session. Inquire about their family needs and ask what they are hearing from their local units.
- If you have access to the Army Community Service Staff, inquire what the top concern is to military families who visit their office. Also, see if there is a way to collaborate on the Military Family Readiness Forum in case you want to incorporate installation resources into your forum.
- If you have a connection to the Army National Guard or an Army Reserve family programs representative, inquire how you can integrate their needs—as well as the needs of the Regular Army—into the Military Family Readiness Forum.

## TOPIC SELECTION

Once the immediate needs of the community are clear, it is time to select your Military Family Forum Topic. At AUSA National Headquarters, we have found that the top issues facing military families include:

- **Military Spouse Employment and Licensing.** A Military Family Forum that supports a military spouse's quest to develop portable careers and learn how to hunt for a job no matter where their family is stationed is always very timely. Local representatives from the Department of Labor Workforce Center, Employment Resource Centers, the Readiness Program manager from the installation and the Small Business Development center could be among the speakers and panelists. More information on military spouse employment can be found by clicking [here](#).
- **Financial Readiness.** Given the looming change to the military retirement system, a forum that highlights financial readiness also might be well-received in your community. Particular topics might be: an overview of the economic health of the community; trusted sources for financial education; how to prevent getting trapped by pay day lenders; and assistance provided by the Financial Readiness office under Army Community Service. Ideas for specific topics on Financial Readiness can be found by clicking [here](#).
- **Military Caregiver Support.** In their report, *Hidden Heroes: America's Military Caregivers*, the RAND corporation estimates "there are 5.5 million military caregivers in the United States. Of these, 19.6 percent (1.1 million) are caring for someone who served in the military after the terrorists attacks of September 11, 2001." The need to support these caregivers is great. This forum works best if your target audience is the community at large. Educate participants on the

needs of our caregivers and provide the caregivers and wounded warriors in your community a platform to tell their story. More information on military caregivers can be found by clicking [here](#).

- **Military Family Education.** A forum dedicated to the education, experiences and opportunities available to military children, spouses and Soldiers could provide a plethora of speakers and topics. Speakers could include superintendents from the various school districts surrounding military installations, the state Military Interstate Compact Commissioner, a representative from the Governor’s Office of Public Instruction, a representative from an installation Continuing Education Office, the Financial readiness Program Manager, the office of Veterans’ Services or the Transition Education Counselor. Our suggestion would be to work closely with your local school liaison officer (SLO).
- **Networking Forums for Reserve Component Spouses.** We have found when creating forums for our Reserve Component family members that their number one issue is how to find and network with each other. A forum that highlights using social media platforms for networking, Family Readiness Groups for information sharing and that demonstrates connections to the Family Assistance Centers might be a very successful event. Keep your expectations in check. Remember that geographically dispersed family members cannot always gather in one location. Experiment with a Facebook Event or Facebook Live. Make it fun and innovative!
- **Working with Mid-Deployment Yellow Ribbon Events.** If you have a good relationship with the State National Guard Yellow Ribbon Program Director, you might inquire about supporting their mid-deployment Yellow Ribbon Events. These events usually focus on reintegration after a long deployment. Perhaps there are experts among your corporate members who can provide a two-hour workshop on how to reconnect after long absences.
- **Military Family 101 for parents of New Soldiers and Officers or for Corporate Members New to Supporting the Military Community.** Perhaps one of the most frequent requests that we get for information is from parents of new Soldiers. Many do not have a military connection and the world their child has just entered is completely foreign to them. Consider hosting a light breakfast with a short “Military 101” presentation and a longer time for Q&A. Parents would love this and be so appreciative! Ask them to join AUSA and follow your Facebook page for further engagement and information. As for corporate members, many want to do what they can to support their local military community but might not know who or what constitutes a military family. A short 60–90-minute forum on military life and culture would be incredibly well-received and appreciated.

## **DETERMINING THE DATE, LOCATION AND LENGTH OF FORUM**

Selecting a date is not as easy as one might think. It is imperative that you conduct research on activities occurring on the nearest installation(s) or with the Family Assistance Centers at National Guard Armories and Reserve units to ensure there are no conflicts in topics, times and dates.

If your target audience is stay-at-home military moms, then hosting a forum during the school calendar year may increase participation as school-age children will typically be occupied during the day. Check with the local schools to inquire if there is an early release on any specific days. In this case, avoid hosting on those specific days. If you host an event during the summer and you are inviting military family members, child care or youth activities can be an issue and should be considered in the planning process.

If your planning committee wants to target an event for working professionals, you should consider offering the forum early in the morning—perhaps as a breakfast event, a brief lunch or potentially an evening dinner with a keynote speaker. Make sure you leave plenty of time to network, as networking is a main draw for young

professionals. Setting aside 30–45 minutes of networking time just prior to the main talk would work nicely. Keep the speakers' or panelists' time to no more than 60 minutes, including Q&A.

Location is key to driving a high attendance number. Holding the forums at your installation conference center or National Guard Armory provides familiarity to local military family members and volunteers. However, such a location could provide difficulties to attendees without military ID cards. Another option is to ask Corporate Members about the availability of conference space at their office location(s). This could be an in-kind donation or contribution to the event. As you establish the location, inquire about the food and beverage menu options. This can assist in planning the event budget as well as helping you narrow down the list of potential venues; many venues might have restrictions on the types of food and beverages allowed on their premises.

Based on the audience you are inviting, limiting the forum to two hours will generally provide strong attendance. It is probably a good idea to extend this time if you add an exhibit fair, but you are the best judge of what your community needs. Please find a sample event agenda of a previous AUSA Onsite Family Forum on page 19. In addition, find the Family Forum Checklist on page 20 in order to consider all event planning aspects before, during and after event.

## BUDGET

As you begin the planning process, ensure that you and your committee members set a budget you can work with. Page 23 in the Appendix displays a sample budget. Your budget needs to include all aspects of the planning and execution process.

There are several considerations you and your committee should take into account in planning the budget. Consider asking AUSA Corporate Members or community businesses for monetary and in-kind donations or sponsorship. Example in-kind donations could include the donation of conference space, food, beverages, giveaways, gift cards for door prizes or table decorations. Page 24 in the Appendix is an example Sponsorship Request Letter that should be tailored to your local community. Consider utilizing current Chapter funds and/or teaming up with other non-profit organizations in order to split program costs. In addition, do not forget to inquire about volunteer assistance during the program. This is a great way for businesses with an employee volunteer program to get involved.

Finally, consider hosting a fundraising event to support the program costs. It could include raffles at all general membership meetings with proceeds going toward your Family Readiness Forum budget. Another effective option is a golf tournament. Those of you already in the business of conducting golf tournaments could designate a percentage of the proceeds to support your forum budget.

In order to save money at your next forum, contemplate a few additional tips:

- request volunteer assistance;
- draw from internal resources including the Corporate Members, VIP Members and any additional organizations that you are associated with;
- shorten the event;
- consider serving coffee and pastries instead of a full meal;
- ask keynote speakers if they would be willing to donate their time to deliver their message(s); and
- negotiate with the venue point-of-contact about discounting services due to the AUSA non-profit status.

---

## PROGRAM PARTNER SELECTION

As mentioned previously, think about joining forces with other nonprofit organizations, installation services, higher education institutions and/or community partners in order to make a larger impact. Partner organizations can assist with program costs, fulfill volunteer needs, enable reaching a larger audience with the program marketing materials and assist with program delivery.

At AUSA National Headquarters, we team up with several organizations nationwide to deliver impactful programming. Examples include the Young Professionals Program, the local Chambers of Commerce, the Red Cross, the Army National Guard YellowRibbon Program; Homefront United Network, the Department of Defense Spouse Education and Career Opportunities initiative; Army Community Services; the Department of Veterans' Affairs and National Guard Family Programs (depending on which state we host the event in); and Family Readiness Group leaders. Please reference the Appendix, page 25, to view different samples of marketing materials that highlight the programs and partnerships AUSA National Headquarters has taken part in. The Family Readiness Directorate at the Headquarters is here to help. Please feel free to call us to brainstorm ideas or for contact information for some of the organizations' national offices.

### COMMUNITY PARTNER EXHIBIT FAIR OPTIONS AND PASSPORT PARTICIPATION

A great way for forum participants to be acquainted with resources in the area is to invite local nonprofits, installation resources and community organizations who support military families to exhibit at a community partners' exhibitors' area. This exhibitor space can be in the entry-way to the conference area near registration or on the wall perimeters inside of the conference space.

To ensure participants are tapping into these resources, consider creating a participation passport to hand out at registration for each attendee to fill out as they visit each exhibitor. Once the passports are filled out, conduct a drawing for a prize or give-away. Please reference the Appendix, page 26, for a sample Community Resources Exhibit Fair Passport.

In addition, feel free to share your pre-populated media kit (highlighted in the following section) with all participating exhibitors for further marketing outreach.

## MARKETING THE EVENT

Once you and your committee and/or program partner(s) have nailed down your date, time, location and forum topic, it is time to start building your marketing materials. If you do not have a graphic designer, you might consider going online and using a great assortment of marketing material templates. Many can be found at the [CANVA website](#).

Perhaps the most useful tool you can develop to publicize your event would be a media kit. Our media kit template, *Media*, was created to reach as many military families and organizations in your local community as possible. Once you tailor this media kit to your upcoming event, determine who on your committee will be the point of contact for any media inquiries. Create a list of organizations you and the committee would like to share this with.

If your target audience is military families, consider emailing your updated media kit to local military-affiliated nonprofit organizations, installation units or senior leadership, Family Readiness Groups, installation family resources, etc. It can also be pushed to the Public Affairs Office to share with the on-installation media and off-installation local media outlets, newspapers and news outlets. Please reference page 27 in the Appendix, for

a sample media kit from the 2016 Hawaii Military Family Forum, *Living with Posttraumatic Stress: An Update on Issues and Resources*.

## DETERMINING AND MANAGING SPEAKERS

After the forum topic is selected, brainstorm, research and create a list of potential program speakers. It is always best to ask for their availability for the day. Be considerate of other people's schedules, especially if they are volunteering their time to support this event.

Ask yourselves these questions:

- Will we need one keynote speaker and a follow-on panel?
- Who has heard this person(s) speak before? Are they well-suited for the topic at hand?
- Consider the following roles:
  - **The Master of Ceremonies:** The Master of Ceremonies will kick off the program, introduce all of the speakers during the event and will keep the program moving on time. Look for someone who has an engaging personality and can keep the audience's interest. Based on the program agenda, it is best that this speaker work with a script, even if it just outlines basic biographies and a timeline. You can select someone who is serving on the committee or potentially reach out to news channel personalities in the local area who have military affiliations.
  - **Keynote:** If your event will host a keynote speaker, consider bringing in a person from outside the local area who has expertise and a broad reach for audience members. You might also consider someone who is local to your community and who works in a leadership role.
  - **Panel of Experts:** If the forum will host a panel of subject matter experts or speakers, consider who will serve in these roles. Who will serve as the panel moderator? Limiting a panel to four people is best, as you do not want to overwhelm the audience with too many speakers. Additional speakers can often cause the program to run over the time allotted. If there is a way to incorporate the audience into the discussion with panel members, this would be best; audience interaction is generally very effective. When selecting representatives, consider adding representatives from the national program level, state program level and the community and installation level. This will allow for a well-rounded discussion on what support services or programs are available.
  - **Timer:** A firm timer is key to a successful forum. Introducing the timer to the speaker and panelists before the forum begins is essential. The timer should explain the process to the participants and be placed in the front row of the seating area so that he or she can be easily spotted and followed.
  - **Sponsor Recognition:** If your forum has specific sponsors, consider giving them a short speaking role or recognizing them throughout the event program in the script of the Master of Ceremonies. Showing appreciation to the sponsors is always welcomed.

### INVITING SPEAKERS AND PANELISTS

We have found that the best way to ensure you get a good response to your speaker/panelist invitation(s) is to do an exploratory email or phone call first. See page 32 in the Appendix for a sample e-mail. Start with someone

on the committee who might know the potential speaker and ask if they could reach out. If the prospective speakers seem amicable to participating, then follow up with an official letter of invitation. See page 34 in the Appendix for a sample letter.

Once the speakers are selected, invited and confirmed, request their headshots, short bios and potentially their contact information for your event program and Master of Ceremonies script. This will help the audience to identify with each speaker and give them specific resources into the community.

### **PRE-FORUM CONFERENCE CALLS**

Since the planning of this event starts several months ahead of the event date, scheduling a pre-forum conference call with all participating representatives and speakers is essential. For best results use a **doodle poll** to help with scheduling and make sure that you have an agenda when making the call. Page 33 of the Appendix provides you with a sample agenda.

### **INVITATION AND REGISTRATION SET-UP**

To ensure that the event has a smooth registration process, a central registration site that includes pertinent details of the Military Family Forum should be created. One option to host a free, user-friendly virtual registration process is a Facebook Event Page. For a more formal process, consider using **Eventbrite**. Ask around before you decide what method to use. How are family members and organizations in your area registering for other events? Use what is familiar to your intended audience for best results.

Potential questions for the registration site include: first name; last name; e-mail address; family member (Y/N); military affiliation (Regular Army, Army National Guard or Army Reserve); support services organization name; and AUSA member status.

Once the registration site has been built, it is best to launch the site to the public approximately 30 days before the event. Ensure that you include the registration link in the event Media Kit so that potential attendees know how and where to sign up.

Also, consider how you will create name tags for the registered attendees. Will you create a list of participants' names and print them off on name tag cards with clear plastic card holders, write or print the names on specific name tag stickers or ask each attendee to create their own name tag as they arrive to the event venue? Keep in mind that the last option will cause a delay in on-site event registration.

Finally, a good rule of thumb is to consider a 20–25 percent attendance drop off or “no-shows” on the day of the event. This should assist with your overall head count.

### **INVITING SENIOR LEADERS AND INFLUENCERS**

Inviting senior leadership and senior spouses is essential to the success of your forum. Even if they cannot attend, making them aware of your event and perhaps getting them to help spread the word among their subordinates and family members could make a huge difference. Nothing fills seats like command interest. The invitation, along with the program flyer, should be sent from the most senior person within your chapter. If your committee is considering extending this invitation, please reference page 31 in the Appendix for a template.

PART II

# EVENT EXECUTION

## ADMINISTRATION FOR THE EVENT

Based on the committee members' preference, determine who is going to be the lead administrator for the day of the event. Their responsibilities will include arriving early to the event space to work with the location event coordinator, making sure that the exhibit hall and conference space are set up appropriately, running the speaker and program timeline, ensuring that the food and beverages are set up at the correct time and being the main point-of-contact for any questions that come up.

### THE VENUE POINT-OF-CONTACT AND CATERER

Once the location is locked down, ensure that you are in communication with the venue point-of-contact on a regular basis. Important updates to discuss are the catering options, AV requirements and the conference space set-up.

### AUDIO/VISUAL REQUIREMENTS

Regarding AV requirements, consider how large the event space is. Will your forum need a projector, microphones, speakers, a stage and/or a podium? If it is a smaller space, potentially consider using a projector and podium. Based on the conference space, discuss the AV requirements with the venue point-of-contact as he or she will have a good idea of what is needed for the space. Keep in mind that the more robust your AV requirements are, the higher the event costs will be.

### ROOM SET-UP

Consider the set-up of the room and what will work best for your forum. Do you want round tables in order to create dialogue between attendees, crescent moons (which work best for filling up the space when you have a smaller audience) or theater-style, which allows the attendees to face forward to the speakers, but does not allow for much conversation?

If the conference space tables need linens, inquire about the costs, color and sizes. Will you need center pieces and/or specific types of chairs? Your venue coordinator should be able to assist with these decisions.

Include the exhibitor area in this discussion. As stated previously, consider if you would like these exhibit tables in the conference space, entry hallway or in an additional space.

### REGISTRATION TABLE SET-UP

Request two volunteers to man the registration table. This table should display name tags, program agendas and any additional "swag" or gifts for the attendees. It should be prominent when an attendee walks through the door.

---

### **PROMOTIONAL ITEMS AND GIVE-AWAYS**

If you are considering gifting AUSA promotional items to the families in attendance, feel free to place an inquiry through to the Family Readiness Directorate to request specific items. In addition to AUSA's membership brochure, the following items can be sent to you for your specific event: family readiness folder; Sesame Street coloring books; ribbon paper clips; nail files; luggage tags; and assorted AUSA paraphernalia.

Please reference the Sponsorship Request Letter Template on page 24 in the Appendix to request in-kind donations from local businesses. This is a great way to increase attendance and participation.

## PART III

# EVENT FOLLOW-UP

## EVENT SURVEY AND AFTER ACTION REVIEW (AAR)

Following the event, it is best to send an event survey to all forum attendees within one week. This will assist in gaining feedback, will give your committee additional recommendations for future events and will potentially alert you to other needs in the community. Consider planning an AAR with your committee as well to discuss thoughts and recommendations and review participant feedback. Please reference page 36 of the Appendix for a sample Event Survey.

We have found that **Survey Monkey** can be very helpful. It is easy to use and can be as basic or analytical as you choose.

Once all of the participant feedback is collected and the committee has had an opportunity to discuss the event as a group, please type up and e-mail lessons learned to the Directorate of Family Readiness at AUSA National Headquarters.

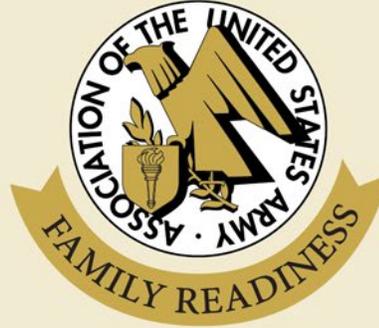
## THANK SPEAKERS, PANELISTS AND VOLUNTEERS

Perhaps the most important task after any forum is sending thank-you notes. Make sure you send a thank-you e-mail with photos of the event attached if possible. Copy recipient supervisors or bosses if appropriate. For volunteers, consider a certificate of appreciation to be handed out at a chapter event or luncheon. Make sure as a leader that you are also recognizing the committee. An e-mail to them, copied to the region president, Patty Barron, and LTG Patricia McQuiston, USA Ret., is always a nice touch.

# APPENDIX

- 15**    **Sample Event Program**
  - *Front cover*
  - *Inside left*
  - *Inside right*
  - *Back cover*
- 19**    **Sample Event Agenda**
- 20**    **Family Forum Checklist**
- 23**    **Sample Budget**
- 24**    **Sponsorship Request Template**
- 25**    **Sample Marketing Materials**
- 26**    **Sample Community Resources Exhibit Fair Passport**
- 27**    **Sample Media Kit**
  - *Sample blog or e-newsletter article*
  - *Sample media advisory*
  - *Sample Twitter and Facebook posts*
- 31**    **Senior Leader Invitation Template**
- 32**    **Speaker/Panelist E-mail and Invitation Letter Template**
- 33**    **Sample Conference Call Instructions and Agenda**
- 34**    **Sample Invitation Letter**
- 35**    **Post-Event Survey E-mail Template**
- 36**    **Sample Post-Event Survey Questionnaire**

SAMPLE EVENT PROGRAM – FRONT COVER



The Association of the United States Army  
and the Collaborative for Student Success

— *present* —

**MILITARY FAMILIES  
FOR HIGH STANDARDS:**

**How Military Families and National  
Security are Impacted by Education  
Standards at the Local Level**

**Reception and Panel Presentation**

**April 27, 2016**

2425 Wilson Boulevard  
Arlington, VA 22201

## SAMPLE EVENT PROGRAM – INSIDE LEFT

### **Military Families for High Standards:**

#### **How Military Families and National Security are Impacted by Education Standards at the Local Level**

Military-connected families move every few years, a rate that far exceeds that of civilian families. The result is that military families face the problem of uprooting children from high-performing schools and schools that serve their children well to schools that may not. Servicemembers who sacrifice for their country shouldn't also have to sacrifice the education of their children.

Tonight's panel will explore the need for high, consistent and measurable education standards around the nation that can assure military parents—and all parents—that their children are being challenged and will be college-ready.

Additionally, poor education standards have become a national security issue. The number of high school graduates who cannot qualify for military service has been rising consistently over the years. This is particularly troublesome for students of color and students in low-income communities—often the backbone of the recruits who join the military. Today's All-Volunteer Force is under threat due to this shrinking recruiting pool.



#### MODERATOR

#### **Jim Cowen**

*Interim Executive Director, Collaborative for Student Success*

Jim served 10 years on active duty as an officer in the U.S. Navy where his assignments included Deputy Public Affairs Officer for the Chief of Naval Operations and Fire Control Officer on board the guided missile destroyer USS *Stout* (DDG 55). He served for more than a decade in senior roles at communications firms, including Ogilvy Public Relations. Jim is currently Deputy Director for the Collaborative for Student Success.

#### PANELIST

#### **Christi Ham**

*Chairwoman, Military Families for High Standards*

Christi is a lifelong educator by trade and by passion. She has taught at the middle and high school levels and served administratively at the elementary and pre-school levels. Understanding the importance of good writing skills for college and career preparedness, she developed a curriculum that prioritized writing in each classroom subject. She also established a developmental studies program for supporting college-bound students with learning disabilities. Christi has been a military spouse for nearly four decades. As the wife of retired four-star General Carter Ham, she has used her time moving around the nation and the world to offer her expertise to solve community issues and educational challenges, serving on numerous volunteer committees, boards and advisory panels.

## SAMPLE EVENT PROGRAM – INSIDE RIGHT

PANELIST

### Mary Hansen

*2016 DoDEA Teacher of the Year*

Mary has spent the past 16 years of her teaching career serving the military families who live at Marine Corps Base Quantico, Virginia, where she served as both a gifted education resource teacher and a mathematics specialist. Her current role is that of STEM teacher at Crossroads Elementary, one of DoDEA's newly opened 21st Century schools. She has also taught in Arizona, Colorado and Germany.

Mary is known as a lifelong learner with an extraordinary passion for teaching. She actively engages her students in the learning process by creating learning opportunities that are challenging, meaningful and relevant. She believes that teachers must embrace change, encourage innovation and foster creativity—and not just in their students but in themselves. She sets high standards, continuously rises to difficult challenges and inspires others to do the same.

As a military spouse, proud parent of two military-connected children, and DoDEA Teacher of the Year, she understands and advocates for the unique needs of the military family.

PANELIST

### Patty Hunzeker

*Educator and military spouse*

Patty has a unique perspective as an educator in public schools and DoDEA schools, as an Army spouse and as a mother of four. She also grew up as an Army brat, so she knows first-hand as a parent and as a student the effect of inconsistent education standards. Three weeks after graduating college with a degree in Elementary Education, she married Ken Hunzeker. During his 35 years in the Army, she raised four daughters and taught in six states as well as overseas in Department of Defense Schools in Germany. She currently is a mentor in the Fairfax County, Virginia, Colleague Assistant Program.

PANELIST

### David Lapan

*Senior Director, National Capital Region, Military Child Education Coalition (MCEC)*

David represents the Military Child Education Coalition, a global, nonprofit organization focused exclusively on the well-being and needs of America's approximately four million military- and veteran-connected children, specifically in the areas of academic opportunity and excellence, school transition support and developmental needs. He has more than 34 years of military service. David is a former military brat, son of a retired Navy chief and a father of three. As a Public Affairs Officer (PAO), he served as Pentagon spokesman and advisor to the Secretary of Defense and senior DoD leaders; special assistant for Public Affairs to the 18th Chairman of the Joint Chiefs of Staff; PAO for the Commander, International Security Assistance Force and U.S. Forces–Afghanistan; and an advisor and spokesman for multinational forces during military operations in Haiti and Iraq.

## SAMPLE EVENT PROGRAM – BACK COVER



**The Association of the United States Army (AUSA)** is a private, nonprofit, educational association of individual, corporate and sustaining members dedicated to maintaining a strong national defense, with special emphasis on landpower and the essential role of the United States Army. AUSA is the only professional organization uniquely supporting the needs and interests of all components of the Army (Regular Army, Army National Guard, Army Reserve, the Army Civilian Corps, retirees and family members). AUSA supports a strong defense industrial base. Among AUSA's many objectives are to maintain a trained and ready Army; support America's Soldiers and their families; modernize the Army to ensure continued technological superiority; educate the public on the Army's vital role in national security; and promote professionalism by strengthening the knowledge, skills, standards and ethical bases inherent to the profession.

.....



**Military Families for High Standards** ([militaryfamiliesforhighstandards.org](http://militaryfamiliesforhighstandards.org)) advocates for rigorous academic standards in K-12 education. Moving an average of six to nine times throughout their child's K-12 career, military families are often faced with the consequences of inconsistent standards—having to catch their students up to grade level in a new state, or watch them struggle to sit through material they've already learned. As a spouse-led initiative, we advocate for high academic standards that limit the hardships faced by military students.

.....



**The Collaborative for Student Success** ([forstudentsuccess.org](http://forstudentsuccess.org)) is a nonprofit organization working to improve public education through a commitment to high standards for all students. We believe that the successful implementation of the Common Core State Standards is an important step in ensuring that all students are prepared to succeed in life after high school—whether that be college or a career.

## SAMPLE EVENT AGENDA

	ADULTS	KIDS
9:30	<b>Registration</b> <i>Coffee, juice</i>	<b>Registration</b> <i>Coffee, juice</i>
10:00–10:05	<b>Welcome</b>	<b>Morning activities at the pond/pavillion</b> <i>Cooking, fishing</i>
10:05–10:20	<b>Opening remarks</b> <i>LTC Joseph Kopser, USA Retired</i>	
10:30–12:00	<b>Communication workshop</b> <i>Red Cross</i>	
11:30	<b>Lunch delivered</b>	
12:00–1:00	<b>Lunch</b> <i>Exhibitor bingo, jazz band</i>	<b>Lunch with family</b>
1:00–1:10	<b>Introduce keynote speaker</b>	<b>Afternoon activities in the gym</b> <i>Cooking, vision screening</i>
1:10–1:40	<b>Keynote speaker</b> <i>Trevor Romain</i>	
1:40–1:55	<b>Prize drawings</b> <i>Gift cards, vendor prizes, ten free AUSA memberships</i>	
1:55–2:00	<b>Thanks and recognition</b>	
2:00	<b>Reunite families</b>	<b>Pick-up</b>

## FAMILY FORUM CHECKLIST

TASK	COMPLETE BY DATE	MAIN POC	NOTES
<b>LOCATION SELECTION</b>			
Create planning committee			
Site visit			
Research installation calendar			
Venue selection and date confirmation			
Confirm speaker's podium/AV			
Confirm children's activities			
Confirm video recording			

<b>PROGRAMMING PARTNERS AND SPEAKERS</b>			
Select forum programming partners			
Confirm partners' involvement			
Create speaker list			
Send speaker invitations as needed			
Obtain speaker bios/headshots			
Schedule speakers' pre-forum conference calls			
Create read-ahead materials for speakers			
Create annotated agenda for spouse talks			
Lock down emcee			
Create script for emcee			
Create special name badges for speakers, planning committee and participants			

<b>CATERING</b>			
Select caterer			
Review menu and select coffee service and meal items			
Confirm cost			
Confirm delivery dates and times			

TASK	COMPLETE BY DATE	MAIN POC	NOTES
<b>EXHIBITORS</b>			
Create list of exhibitors with emails			
Draft outreach e-mail and send invitation			
Schedule pre-forum conference call for day-of-event instructions			
Create checklist of exhibitor vendors giveaways			
Create sign to place on table for exhibitors			

<b>EVENT MARKETING</b>			
Create flyer			
Create media kit			
Create Facebook event page			
Create hashtag for use on Facebook and Twitter			
Create list of nonprofit partners to push through social media networks			
Draft Chapter President's letter to senior leadership			

<b>REGISTRATION</b>			
Create registration landing page			
Create and schedule reminder e-mails to be sent a few days prior to the event			
Finalize registration numbers to determine size of catering order			
Create name badges			

<b>PROMOTIONAL ITEMS</b>			
Select AUSA promotional items			
Pack and mail promotional items if necessary			
Create event signage that includes sponsor logo			
Create backdrop slide			

<b>SPONSORS</b>			
Contact sponsors and share specifics of family forum involvement			

---

TASK	COMPLETE BY DATE	MAIN POC	NOTES
<b>PUBLIC RELATIONS</b>			
Reach out to local news channels			
Reach out to Public Affairs Office			
Create list of talking points for news/TV interview			

## SAMPLE BUDGET

### ESTIMATED BUDGET (50 ATTENDEES)

<b>Audio/Visual &amp; Technical</b> <i>Includes IT support, set-up, equipment, staff on-site for four hours</i>	\$500
<b>Catering &amp; Beverage</b> <i>Coffee service</i>	\$500
<i>Lunch (\$22 per person)</i>	\$1,100
<i>Staffing, service charge and tax for meals</i>	\$250
<b>Venue</b> <i>Room rental</i>	\$1,000
<b>Photography</b>	\$250
<b>Publicity/Marketing</b> <i>Newspaper ad</i>	\$100
<b>Event signage</b> <i>General event programs</i>	\$350
<b>Supplies &amp; Miscellaneous</b> <i>Nametags, mailing labels, miscellaneous supplies</i>	\$100
<b>Travel costs for speakers</b> <i>One out-of-town speaker (airfare and hotel)</i>	\$1,500
<b>Miscellaneous contingencies (10%)</b>	\$565
<b>TOTAL</b>	<b>\$6,215</b>

---

## SPONSORSHIP REQUEST TEMPLATE

*Please feel free to personalize this template. Do not forget to add that in-kind donations are also welcome. This template is used at AUSA National Headquarters.*

---

DATE

To Whom It May Concern:

Since 1950, the Association of the United States Army (AUSA) has worked to support all aspects of national security while advancing the interests of America's Army and the men and women who serve. Since 2010, AUSA's Military Family Forums have grown exponentially to serve the military community at installations around the country.

These forums, featuring senior Army leaders as well as experts in chosen fields, are offered to support the larger military community including Soldiers, family members, survivors, caregivers, senior spouses, family program managers and representatives from other organizations involved in supporting Army families.

On behalf of the NAME AUSA Chapter, I am writing you today to request your support of the AUSA Military Family Forum located at LOCATION/DATE/TIME.

Below are the details concerning this year's sponsorship levels:

- \$2,000 – Gold Star Level: Primary logo placement during the Family Forum; remarks from podium at Family Forum with senior Army leadership onstage; designated table;
- \$1,000 – Silver Star: Prominent logo placement during the Family Forum, recognition from podium; and
- \$500 – Bronze Star: logo placement during AUSA Family Forum.

Thank you for your consideration and we look forward to continued collaboration.

Sincerely,

NAME AUSA CHAPTER

POINT-OF-CONTACT INFORMATION

## SAMPLE MARKETING MATERIALS

These flyers were created by Jill Boynton, one of AUSA's graphic designers. For a free online program that will allow you to create your own flyers, click [here](#).

**Virginia National Guard Family Programs**  
*In partnership with the*  
**Association of the United States Army**  
*present a*

**MID-DEPLOYMENT YELLOW RIBBON EVENT**

*Preparing to Reconnect:  
Learning Lessons for Successful Reintegration*

with special guests and facilitators from  
F.O.C.U.S and the Boys and Girls Club of America



**SATURDAY, MARCH 5, 2016**



Special thanks to USAA for their sponsorship of this event

**ASSOCIATION OF THE UNITED STATES ARMY**  
*Presents*

**Living with Post  
Traumatic Stress:  
An Update on Issues and Resources**



**AUGUST 17, 2016**  
**9:00 AM-1:00 PM**

**NEHELANI BANQUET & CONFERENCE CENTER**  
1249 Kolekole Ave., Schofield Barracks, HI 96857 (Across from the Schofield Inn)

**This military family educational forum is designed to update the community of caregivers and support organizations on the challenges and solutions for families living with Post Traumatic Stress.**

- ▶ **We will cover:**
  - Relationship challenges and what works to improve them
  - Effects on children and how to mitigate them
  - Employment outside the home: How to make it work for you
- ▶ **Participate in a TOWN HALL with Department of Veterans Affairs and Department of Defense Officials**
- ▶ **Get to know the Elizabeth Dole Foundation and the great strides they are making in increasing awareness of military caregiver issues**

Complimentary Lunch with Registration  
**REGISTER AT: <http://tinyurl.com/MFF-PTSD>**

## SAMPLE COMMUNITY RESOURCES EXHIBIT FAIR PASSPORT

	ORGANIZATION	SIGNATURE
<b>1</b>	Armed Forces Community Services – CYSS & SLO	
<b>2</b>	Army Family Action Plan	
<b>3</b>	Army Family Team Building	
<b>4</b>	Army OneSource	
<b>5</b>	Employment Readiness	
<b>6</b>	Financial Services	
<b>7</b>	Military OneSource	
<b>8</b>	Military Child Education Coalition	
<b>9</b>	Washington Home School Organization	
<b>10</b>	St. Frances Cabrini Catholic School	
<b>11</b>	SOAR Academy	
<b>12</b>	Washington State Department of Veterans' Affairs	
<b>13</b>	Army Continuing Education Services	
<b>14</b>	Education Center	
<b>15</b>	American Public University	
<b>16</b>	Brandman University	
<b>17</b>	Central Washington University	
<b>18</b>	DeVry University	
<b>19</b>	Gene Juarez Academy	
<b>20</b>	Old Dominion University	
<b>21</b>	Pacific Lutheran University	
<b>22</b>	Pierce College	
<b>23</b>	Sanford-Brown College	
<b>24</b>	St. Martin University	
<b>25</b>	Thomas Edison State College	
<b>26</b>	Universal Technical Institute	
<b>27</b>	UW Tacoma	

---

## SAMPLE MEDIA KIT

*This media kit was used to market the AUSA Hawaii Chapter Family Forum, Living with Posttraumatic Stress: An Update on Issues and Resources. This media kit contains a sample blog or e-newsletter article, sample media advisory, sample Twitter and Facebook posts. Please feel free to edit this kit to better reflect your event.*

---

### **Association of the United States Army Military Family Forum Digital Communication Resource Kit**

In an effort to reach as many military families as possible for this impactful event, the Association of the United States Army (AUSA) Family Readiness Directorate has created specialized content for you to use to promote the *Living with Posttraumatic Stress: An Update on Issues and Resources* Military Family Forum.

If you have any questions or comments, do not hesitate to visit the event site [tinyurl.com/MFF-PTSD](http://tinyurl.com/MFF-PTSD) or contact:

Patty Barron, Director  
AUSA Family Readiness Directorate  
[pbarron@ausa.org](mailto:pbarron@ausa.org)

On the following pages, the Digital Communication Resource Kit includes:

1. sample blog or e-newsletter article;
2. sample media advisory; and
3. sample Twitter and Facebook posts.

---

## MEDIA KIT: SAMPLE BLOG OR E-NEWSLETTER ARTICLE

The Association of the United States Army (AUSA) Family Readiness Directorate will join forces with representatives from the Elizabeth Dole Foundation, Department of Veterans' Affairs (VA), the Department of Defense (DoD), Congresswoman Tulsi Gabbard's office and Senator Maize Hirono's office among others, to host a Military Family Forum titled, *Living with Post-Traumatic Stress: An Update on Issues and Resources*.

This free Military Family Forum is designed to update the community of caregivers and support organizations on the challenges and solutions for families living with posttraumatic stress.

This event is free and open to all Regular Army, Army National Guard and Army Reserve Soldiers, retirees, veterans and surviving military spouses and servicemembers. A complimentary lunch will be provided for those who attend.

Date: 17 August 2016

Time: 9:30 a.m. – 1:30 p.m.

Location: Nehelaani Banquet & Conference Center, 1249 Kolekole Avenue, Schofield Barracks, HI 96857

The event opens with welcoming remarks from Emily Emmons, an Elizabeth Dole Foundation Fellow and Founder of HO'OLA Farms: Growing Hawaii's Heroes.

There will be two panels of expert representatives speaking on behalf of the VA, the DoD, the local military treatment facilities, Congressional offices and the University of Hawaii Military and Veteran Center.

The keynote speaker will be Mrs. Patti Brown, spouse of the U.S. Army Pacific Commanding General, Robert Brown.

Register for the Military Family Forum today and stay current with military family issues by going to <http://www.ausa.org/family>. Like or follow AUSA Family Readiness on Facebook, Twitter and Instagram.

*AUSA gratefully acknowledges USAA for its sponsorship of the Military Family Forum.*

## MEDIA KIT: SAMPLE MEDIA ADVISORY

AUSA Contacts:  
Patty Barron, Director  
AUSA Family Readiness Directorate  
E-mail: pbarron@ausa.org  
Phone: 703-841-4300



**For Immediate Release**  
25 July 2016

\*\*\*\*\* MEDIA ADVISORY \*\*\*\*\*

### **The Association of the United States Army (AUSA) to Host Military Family Forum at Schofield Barracks, Hawaii**

Arlington, VA. – The Association of the United States Army (AUSA) Family Readiness Directorate will join forces with representatives from the Elizabeth Dole Foundation, Department of Veterans' Affairs (VA), the Department of Defense (DoD), Congresswoman Tulsi Gabbard's office and Senator Maize Hirono's office, among others, to host a Military Family Forum titled, *Living with Posttraumatic Stress: An Update on Issues and Resources*.

**What:** Military Family Forum titled, *Living with Posttraumatic Stress: An Update on Issues and Resources*.

**Who:** Hosted by The Association of the United States Army. Sponsored by USAA. Approximately 50 military-connected attendees will be present.

**When:** 17 August 2016, 9:30 AM – 1:30 PM.

**Where:** Nehelaani Banquet & Conference Center, 1249 Kolekole Avenue, Schofield Barracks, HI 96857.

**Program Background:** This free Military Family Forum is designed to update the community of caregivers and support organizations on the challenges and solutions for families living with posttraumatic stress. Attendees have the opportunity to obtain tips on improving relationship challenges, strategies on how to mitigate effects on children and advice on how to make employment work for you. To learn more about the Military Family Forum and to register, visit: <http://www.ausa.org/family>.

#### **Interview/Story Possibilities:**

1. Patty Baron, Director Military Family Readiness, AUSA and event organizer;
2. Emily Emmons, Elizabeth Dole Foundation Fellow and Founder of HO'OLA Farms: Growing Hawaii's Heroes;
3. Patti Brown, spouse of the U.S. Army Pacific Commanding General, Robert Brown;
4. Ryan Joslin, military liaison to Congresswoman Tulsi Gabbard's office; and
5. Carlos Santana, military liaison to Senator Maize Hirono's office.

#### **About the Association of the United States Army:**

AUSA is a private, professional, nonprofit educational organization that represents every American Soldier by being the voice for all components of America's Army, fostering public support of the Army's role in national security and providing professional education and information programs.

---

## MEDIA KIT: SAMPLE TWITTER AND FACEBOOK POSTS

### TWITTER

- Follow @AUSAFamPrograms and @AUSA
- Let us know what your twitter handle is so we can follow you!

We encourage you to share the following messages with your Twitter community:

- *Join @AUSAFamPrograms for the Hawaii #MilFamForum on 17 August! Register at: [tinyurl.com/MFF-PTSD](http://tinyurl.com/MFF-PTSD).*
- *Gain tips, strategies and advice on solutions for #MilFams living with #PTS via @AUSAFamPrograms Forum: [tinyurl.com/MFF-PTSD](http://tinyurl.com/MFF-PTSD) #MilSpouse.*
- *Hear from @AUSAFamPrograms #ElizabethDoleFoundation @VA\_OEF\_OIF @DeptofDefense @TulsiPress @ HI #MilFam Forum: [tinyurl.com/MFF-PTSD](http://tinyurl.com/MFF-PTSD).*

### FACEBOOK

- Become a fan of and promote @AUSAFamily.
- Let us know what your Facebook Page is so we can like you!

We encourage you to share the following message with your Facebook community:

*Join @AUSAFamily with an @ElizabethDoleFoundation Fellow, Representatives from the @VeteransAffairs @DeptofDefense and additional special guests for the Living with Posttraumatic Stress: An Update on Issues and Resources Military Family Forum on August 17 from 9:30 AM – 1:30 PM at Nehelaani Banquet & Conference Center. Complimentary lunch and beverages are included. Please share with your networks or with those who would be interested in attending: [tinyurl.com/MFF-PTSD](http://tinyurl.com/MFF-PTSD).*

---

## SENIOR LEADER INVITATION TEMPLATE

DATE

ADDRESSEE NAME

TITLE

ADDRESS LINE 1

ADDRESS LINE 2

Dear RANK NAME,

I would be delighted if you and your spouse would be our guest at the Association of the United States Army (AUSA) Military Family Forum program in partnership with ORGANIZATION. It will be held at the LOCATION on DATE from TIME to TIME.

The AUSA Military Family Forum program is free and open to all military spouses, servicemembers of all ranks in the Regular Army, Army National Guard and Army Reserve, retirees, veterans and interested civilians. These events showcase a series of topics pertinent to current issues that impact Army families. During each Military Family Forum, guests are afforded the opportunity to speak with experts in SUBJECT, connect with local family support entities and leave encouraged with resources they can use right away. This dynamic event will be of great value to the families of servicemembers in the area.

The AUSA Family Readiness Directorate is able to expand this opportunity to the AREA in large part due to the commitment of SPONSOR. Please feel free to share the details of the day with your Family Readiness team leads. A flyer is attached for your consideration.

We understand that when agency officials are invited to participate in events sponsored by non-federal entities, it is important to document the basis for participating in the events under the Standards of Ethical Conduct for Employees of the Executive Branch 5 C.F.R. Part 2635. Key features of this event bring it within the authority of Section 2635.204(g)(2). The purpose of the AUSA Military Family Forum is to provide educational materials to attendees and to connect military families with their local community resources. In light of the event purpose, we believe agency officials will consider participating in this program to be “in the interest of the agency” because it furthers agency family readiness and quality of life programs. Based upon our experience with hosting many Military Family Forums around the country, the expected number of attendees will be approximately 50 and the value of food and refreshments provided in connection with the event will not exceed X\$ per attendee. We believe these facts bring the event within the parameters of 5 C.R.R. Sec. 2635.204(g)(2) so that military personnel and their family members may participate.

Our staff looks forward to seeing you at the event. If you have any questions, please contact NAME.

Sincerely,

SENIOR MEMBER OF CHAPTER OR REGION

---

## SPEAKER/PANELIST E-MAIL AND INVITATION LETTER TEMPLATE

### E-MAIL INVITATION

#### SALUTATION

We are thrilled to invite you to serve as our (speaker or panelist) for our Military Family Forum, *TITLE*, which will be held on *DATE* at *LOCATION*.

The attached letter of invitation contains all the specifics of the forum. Please respond no later than *DATE*.

Once all panelists have been confirmed, we will schedule a pre-forum conference call some time in *MONTH*. Be on the lookout for an e-mail that will include a Doodle Poll with possible meeting dates and times. It is imperative that you fill out the doodle poll as quickly as possible once it has been received so that we can nail down a solid meeting date.

Thank you again for your gracious consideration of our invitation. We sincerely hope you can join us.

### CONFERENCE CALL E-MAIL FOLLOW-UP

Dear *SPEAKER NAMES*,

Hi everyone! Thank you again so much for participating in the call last week. If you missed the call or would like to revisit certain parts, I have copied the listening instructions at the end of the e-mail for your convenience. (I find that listening to the conference by phone is sometimes easier than by the Internet—I have copied instructions for both).

Just to review, you are scheduled to speak on *DATE*, at *TIME*.

The forum begins at *TIME*. We anticipate your panel to begin at approximately *TIME* and run until *TIME*.

Please arrive at the green room (*LOCATION*) no later than *TIME*. If you are not going to be able to get there by then please call or text *NAME* to let him/her know: *CELL NUMBER*.

Reminder:

I need a three-sentence bio and two questions about your topic from *ALL* of you. Please send no later than *DATE*—this is very important.

If you will be using PowerPoint or video, please send to *NAME* no later than *DATE*.

Pre-registration: please make sure to pre-register at *URL*.

We look forward to seeing you on *DATE*.

SIGNATURE

---

## SAMPLE CONFERENCE CALL INSTRUCTIONS AND AGENDA

Conference Call  
Date  
Call-in Number and Pin

1. Introductions—Speaker Lead from Committee
  - a. List the speakers that you anticipate to be on the call.
2. Discuss overarching theme for your panel.
3. Review individual panel presentations and presentation order.
4. Panel Process:
  - a. Panel set-up—tables and mics, highboy chairs, conversation style.
  - b. Panel members introduction process (short, two-sentence introduction).
  - c. Panelists—present at podium or speaking from chair?
  - d. Q&A process.
5. Family Forum location and administrative details:
  - a. Location—are special passes needed?
  - b. Do you want the speakers to register for the forum? If so, give them the registration URL.
  - c. What time do you want speakers to show up?
  - d. Who will greet them?
  - e. Travel details—hotel, flight, etc.
6. Media discussion.
7. Round-robin and Questions.

---

## SAMPLE INVITATION LETTER

Ms. Terri Tanielian  
Senior Social Research Analyst  
The RAND Corporation

Dear Dr. Tanielian,

The Association of the United States Army's (AUSA) Family Readiness Directorate will be hosting three Military Family Forums at the AUSA Annual Conference and Symposium which will be held from 3–5 October 2016 at the Washington D.C. Convention Center.

I cordially invite you to be the opening speaker for Military Family Forum II, *An Update On Military Kids: How Are They Doing? What Do They Need?* on Monday, 3 October 2016 from approximately 14:15–14:45, which includes time for Q&A.

Your recent report, *The Deployment Life Study*, highlights the impact that deployments and reunification have on military children. We would welcome a TED-style 10–15 minute talk about these findings and an opportunity for the audience to ask questions.

Forum participants will consist of Soldiers and family members, senior spouses, family readiness group leaders, family program managers and representatives from other organizations involved in supporting Army families. In addition, all forums will be live-streamed to a virtual audience at Army installations and National Guard and Reserve Centers across the country and overseas.

Should you have any questions or concerns, please do not hesitate to contact me at 703-907-2684 or to e-mail me at [pbarron@ausa.org](mailto:pbarron@ausa.org).

We look forward to your participation.

Sincerely,

Patricia M. Barron  
Director,  
AUSA Family Readiness

---

## POST-EVENT SURVEY E-MAIL TEMPLATE

Thank you so much for joining us for the FORUM NAME on FORUM DATE!

Please take a moment to fill out this short survey so we can better serve you in the future: URL.

A special thank you to the AUSA members that joined us. We could not conduct events such as these without your membership and support. Not a member? Join today at [ausa.org/membership](http://ausa.org/membership)!

If you have any questions or comments, do not hesitate to visit our website at URL. Stay current with military family issues by liking us on Facebook, Twitter and Instagram.

Sincerely,

CHAPTER PRESIDENT NAME

*The Association of the United States Army (AUSA) is a private, professional, nonprofit educational organization that represents every American Soldier by being the voice for all components of America's Army, fostering public support of the Army's role in national security and providing professional education and information programs.*

## SAMPLE POST-EVENT SURVEY QUESTIONNAIRE

1. How did you hear about this event?
  - Google
  - E-mail
  - AUSA Communications
  - Local Spouse Organization
  - Past Participant
  - Local Installation
  - Facebook
  - Twitter
  - Instagram
  - Friend/Word of Mouth
  - Other
  
2. What is your affiliation with the military?
  - Military Family Member
  - Servicemember
  - Retiree or Veteran
  - Military Service Provider
  - Government Employee
  - Nonprofit Organization Representative
  - Other
  
3. What is your gender?
  - Male
  - Female
  
4. What is your age?
  - 18–25
  - 26–30
  - 31–50
  - 51–64
  - 65 and more
  - Prefer not to answer
  
5. I was introduced to programs, resources and tools that I was not previously aware of:
  - Yes
  - No
  
6. How likely are you to use the information you learned from this Military Family Forum?
  - Not at all Likely
  - Somewhat Likely
  - Likely
  - Very Likely
  - Extremely Likely

CONTINUED ON FOLLOWING PAGE

- 
7. As a result of this Military Family Forum, how likely are you to access the various programs, resources and tools available to you, your family or the military community you serve?
    - Not at all Likely
    - Somewhat Likely
    - Likely
    - Very Likely
    - Extremely Likely
  
  8. After attending this Military Family Forum, how likely would you be to recommend a similar event to another military family member, professional acquaintance or colleague?
    - Not at all Likely
    - Somewhat Likely
    - Likely
    - Very Likely
    - Extremely Likely
  
  9. If AUSA were to offer an additional Military Family Forum in this area, what topic(s) would you be most interested in?
    - Posttraumatic Stress: Issues and Resources
    - Military Spouse Employment
    - Military Children
    - Transition: Preparing for Life Outside of the Army
    - Caregiver Support
  
  10. Is there anything you would like to tell us about your experience at the Military Family Forum that would help us improve future programming?
  
  11. Are you a member of AUSA?
    - Yes
    - No
  
  12. If select NO: Are you interested in receiving additional information on AUSA membership via e-mail or phone?
    - Yes (PROVIDE ABILITY TO INCLUDE E-MAIL OR PHONE NUMBER.)
    - No