



Community Outreach Office Update

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Director, Community Outreach Office
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Why the Guard does outreach



Conducting proactive, goal-oriented and synchronized joint outreach activities supports accomplishment of several strategic objectives, to include:

1. **Promote readiness** by cultivating sustainable key relationships with employers, physicians, attorneys, women, minorities, educators, VIP civic leaders and local elected officials
2. Shape responsive strategies and connect Ambassadors to help improve the **well-being** of Soldiers, Airmen and their families.
3. Support **strategic communications** through educational activities and the use of the contact database.
4. Maintain a **positive organizational reputation** and foster public trust.
5. Promote a more **diverse future workforce**.

Outreach is a **long-term investment** in the overall success of Ohio National Guard missions and members.

How you can help



- Provide **community leader contact information** on the orientation flight nomination form; contacts will receive event consideration and occasional communication pushes
- Request **Ohio National Guard speakers** for community or school patriotic holiday events, middle or high school career days, women and/or ethnic/racial minority groups, Rotary, Kiwanis, Lions Club, etc
- Pass out **Ambassador Brochures** to your contacts to inform Ohioans about how to get involved supporting troops and their families



2012 Community Outreach Strategic Priorities

Employer Outreach -

Strengthen relationships and promote loyalty.

3 March - Woodlawn and Springfield
8 June - ARNG PPMT
18 Jul - Camp Perry and Toledo
20 July - Camp Ravenna and Mansfield
15 Sept - Rickenbacker
Oct/Nov - ARNG PPMT

POC:
Capt Ashcroft



1. Include employers in deployment and reintegration events.
2. Create the employer advisory council to promote employee retention.
3. Enhance ONG employer website.

Legal — Expand civil pro-bono legal services.

12 April
Orientation Flight
and Continuing Legal Education

POC: LtCol Lowrey

1. Support LAMP project by helping recruit volunteer attorneys and law students.
2. Build awareness among attorneys about the unique legal needs of service members.



Healthcare Provider s - Promote acceptance of more TRICARE beneficiaries.

TRICARE Working Group
TRICARE Awareness Week
16 August TBI Event
13 Sept Orientation Flight

POC: LtCol Lowrey

1. Implement new awareness building strategies through the TRICARE Working Group.
2. Include psychiatrists and behavior health providers in outreach.

VIP Civic Leader - Build key relationships.

30 May Memorial Tournament
4 Aug Mid Ohio/Bridgestone

POC: Capt
Ashcroft

1. Build relationships by including them in social events.
2. Identify and implement follow-up activities to engage them.



2012 Community Outreach Strategic Priorities

Women/Minorities - Promote understandings.

17 May Women's Orientation flight
12 July Diversity Orientation flight

POC: LtCol Lowrey



1. Build awareness about the military as a career option.
2. Cultivate opportunities to provide speeches to woman and racial/ethnic minority groups.

Educators - Maintain and strengthen relationships.

11 Oct 2012
Orientation flight
7 June Operation Buckeye Guard
football coaches event

POC: LtCol Lowrey

1. Maintain or promote relationships with high school educators to maintain school access for recruiters.
2. Educate Operation Buckeye Guard football coaches and further promote as Ambassadors.
3. Support creation of ISFAC Education Sub-Committee brochure on how to cultivate Military-Friendly campuses.

Promote collective organizational outreach

Obtain O flight nominees from military members
Enter contact lists from offices/Units
Push external communications
Expand Speakers Bureau
Train others to use Contact Database

POC: LtCol Lowrey



1. Maximize outreach synergy with Public Affairs, Family Readiness, National Guard Partners in Education, Army and Air Recruiting, Wings/GSU's, MSCs and senior leaders.
2. Analyze database contacts and respond.

Alumni - Keep informed.

Alumni Reunion 29 Sept
at Camp Perry

POC: LtCol Lowrey

1. Expand the distribution of the monthly newsletter.
2. Host alumni reunion.



Thank you for your support!

***Please feel free to reach out to me to discuss or ask questions at
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