

Membership Committee - Strategy Discussion (DRAFT)

Zoom Meeting - May 1 2020

Glenn, Ken and Russ had a Zoom meeting with Graham and Ross on May 1 to discuss the search initiative.

The main focus of discussion concerned identifying the approach that would resonate with the 1969-1990 cadre for whom we are seeking to get contact information and to interest in the UNTDA.

The early discussion centred on the question of whether or not there were reasons for the 1969-1990 former cadets to be "different" from their UNTD predecessors. A number of compelling points were raised for this being so:

- the post-unification period was a difficult time with the squeezing out of naval traditions and RCN identity coupled with fragmented training and unexciting sea phases in YFPs and gate vessels.
- 1974 saw a significant shift with the introduction of women into JOT programs.
- while UNTDs were influential in the 1970s this faded in the 1980s as officers aged out.
- this demographics' reputation of not being "joiners" other than involvement in social media groups.

The 1970's conditions created a bond of special friendship among officers who persevered in spite of the difficulties. By the 1980s, the idea of being "Navy" re-emerged as better ships and equipment were available.

The discussion then turned to our brand. It was proposed that the UNTD brand was respected. It is established and the later programs - ROUTH, NROC, UNTD2 and RESO - were of short duration and had no binding name to use. Social media groups are interesting in themselves but have no archival value like untd.org.

We then discussed the value of the training - in particular the leadership training - and its overall influence on individuals' subsequent careers and success. The training made us more Canadian in outlook and a significant number of us have made outstanding contributions - including being names to the Order of Canada. This provides an opportunity to advance the contribution of officer cadets to the navy and Canada and should be celebrated to a greater extent.

Trying to identify what we need to do to appeal to this cadre will be difficult - there is no single thing that would be compelling. The current low key survey of a small number of former cadets to identify their reasons for being "counted in" and what advice they could offer is an opportunity to get a better understanding.

The need to involve women in the UNTDA - on the board and on committees - was discussed as requiring immediate attention. The characterization of the UNTDA as an "old boys club" is

concerning. How to involve strong women is a question we will seek to explore with senior naval leadership. The three women currently working as "finders" with the Membership committee is a small but important start.

We were left with the need to find answers to a number of serious questions:

1. Is the role of the UNTDA clear, current and relevant?
2. What do we need to do to raise our profile as an organization and for individuals?
3. What do we do to build our brand to interest later cadet groups?
4. What do we need to do to involve women in important roles in our organization?
5. How do we improve our communications - including social media possibly - with our members?
6. How do we marshal more resources and ideas for the search process?

RLC May 2 2020