

**ARRL EXECUTIVE COMMITTEE
MINUTES OF TELECONFERENCE
Number 492
September 13, 2010**

The ARRL Executive Committee met by teleconference at 9:04 PM EDT on Monday, September 13, 2010, for the purpose of adopting recommended selections to the Board of Directors of strategies contained in the ARRL Strategic Plan to be implemented during 2011. Participating in the teleconference were voting members President Craigie, Directors Vallio, Frenaye, Isely, Woolweaver, and Mileschosky; non-voting members First Vice President Roderick and Executive Vice President Sumner, and Vice Presidents Frahm and Bellows. Mr. Bellows joined the teleconference at 9:21 PM.

President Craigie asked Mr. Sumner to report briefly on the status of strategies that had been selected for implementation during 2010. He reported as follows:

A3. Create web-based newsletter for members involving legislative activities.

This should be implemented by yearend.

C2. Identify and develop key relationships with national regulatory state, Section, County and other Emergency Communications agencies.

This is in process by Emergency Preparedness and Response Manager Mike Corey, W5MPC.

E1. Develop a plan to increase net operational revenue.

This is on track to be achieved for 2010.

E4. Increase the use of volunteers.

An increase in the number of ARRL volunteers can be documented for the year. This is an ongoing strategy both in terms of the number of volunteers and the scope of opportunities for volunteer involvement.

F2. Develop effective and appropriate follow-up processes and materials for potential hams and new members.

In this area, progress has been less than desired. President Craigie observed that it may be appropriate to “roll over” this strategy to 2011.

Mr. Frenaye observed that it is not clear how to measure progress or success. Mr. Sumner said that in his view, once the Board had selected strategies the staff should develop proposed targets for Board consideration. For 2010 that had not been done, in part because the strategies were selected late in the operational planning process.

President Craigie then led discussion of the strategies that had been suggested by the other two standing committees and by individual officers. The discussion proceeded through the six Goals, A through F that are set out in the Strategic Plan.

During the course of discussion, on motion of Mr. Isely, it was agreed to recommend a change in the wording of Strategy C1 to the following: “Make ARRL the ‘gold standard’ for volunteer emergency radio communications training.”

After discussion, on motion of Mr. Isely, it was unanimously voted to recommend the following strategies to the Board for implementation during 2011:

A4. Improve member awareness of IARU activities and issues via ARRL media. *Rationale:* This strategy is timely because the next World Radiocommunication Conference will be held in early 2012.

B2. Provide a Web-based means for members to share knowledge on a timely, yet formal basis. *Rationale:* This capability is one of the reasons for the ARRL’s investment in its new Web site and is one way to empower members by providing them with an opportunity to interact, collaborate, and learn from one another.

C1 (as revised). Make ARRL the “gold standard” for volunteer emergency radio communications training. *Rationale:* This strategy builds on one of the ARRL’s strengths and would improve Amateur Radio’s emergency communications capabilities and our value to served agencies.

D1. Develop web-based instructional videos produced by staff and members on technical and operational topics that encourage learning, encourage member involvement, give ARRL a more *technical feel*, and make members feel more valued. *Rationale:* The Executive Committee believes that the emphasis should be on motivating and empowering members to develop such videos, using the consumer-level video creation and production tools that recently have become available.

E5. Achieve a cohesive relationship between ARRL and its Foundation. *Rationale:* This strategy is timely because of the Board-endorsed Centennial Campaign to launch the ARRL’s Second Century in 2014.

F1. Develop more effective incentives and materials for members and clubs to use in bringing potential hams to appropriate sections of the ARRL’s Web site. *Rationale:* This strategy is closely related to F2 and the two strategies should be pursued in concert.

During the course of discussion Mr. Frenaye noted that Strategies B2 and F1 represent the greatest departure from “business as usual” for the ARRL and therefore deserve emphasis. Mr. Sumner observed that Strategy C1 was not going to be fully achieved in a single year.

On motion of Mr. Vallio it was unanimously voted to authorize a mail vote of the Board on this recommendation, to be completed by Friday, September 24.

The committee then discussed the recommendations of the Programs and Services Committee with regard to Information Technology (IT) resources. Committee members agreed that the topic

is of great importance to the ARRL's ability to achieve its operational objectives and deserves significant attention in the next several months.

On motion of Mr. Vallio, the teleconference was adjourned at 10:33 PM.

Respectfully submitted,

David Sumner, K1ZZ
Secretary