

# 2011 Goals & Objectives

## Recruiting

- Target specific cities (TBD) with zip mailing
- Contact local newspapers for article support & publicity – utilize CARES PIO & coordinate with D-1 PIO
- Set up materials, provide instruction & test for licensing classes for general recruitment and served agency needs

## Operational Training

- Develop mini-SETs for specific operational topic training with more field hands-on operations
- Establish & modify a yearly training schedule to be modified as required for operational & organizational needs
- Identify instructors for specific technical topics & develop appropriate training aids for each class

## Fund Raising

- Appoint AEC to be in charge of this objective
- Identify specific needs in order to target donors
- Set up budget possibilities for CARES needs
- Insure 501(c) 3 paperwork is completed on time

## Better Equipment Utilization

- Develop equipment packages and train to use APRS tracking capabilities
- Get more people involved in HF use with appropriate antenna systems to include NVIS
- Customize frequency list and import into radio memories

## Prepare Staff for 2011

- Develop leadership skills
- Increase personnel management skills
- Learn to work with served agencies better
- Increase operational training
- Increase equipment availability & operational checks

## Served Agency Support

- Increase involvement of AEC at city or subunit level
- Target cities for increased ARES involvement
- Continue to develop plan to assist served agencies in obtaining, installing, & maintaining amateur radio equipment. Check on upgrade potential for those that have installed equipment
- Assist in licensing agency personnel to reduce CARES manpower requirements & needs

## Web Page

- Continue to upgrade and develop the CARES web page

- Check posted URL links on regular basis to insure they continue to be valid and operational
- Develop new section devoted to training topics, lesson plans, and operational information that is needed by members
- Develop possibilities to have photos on web page of staff personnel, activities, and real events....work with PIO on this issue
- Maintain active link to the D-1 web page