



THE NORTHERN VIRGINIA CHAPTER (029)  
OF THE MILITARY ORDER OF THE WORLD WARS, INC. (MOWW)<sup>®</sup>



16 August 2020

FROM: Adjutant

SUBJECT: Northern Virginia (NOVA) Chapter | REVISED - FY 2020 Chapter Action Plan (CAP)

TO: PCINC CAPT Russell C. Vowinkel, USN (Ret) | Commander, NOVA Chapter

1. This letter conveys the NoVA Chapter's *Chapter Action Plan (CAP)* for FY 2020 (Revised) based on the EXCOM's approval of the *MOWW Strategic Plan (2020-2025)* and the release of the *CINC's Intent (2020)*.
2. Planning and Execution:
  - a. References:
    - a. MOWW Constitution
    - b. MOWW Bylaws
    - c. MOWW Strategic Plan (2020-2025)
    - d. MOWW Policy Manual
    - e. MOWW website, [www.moww.org](http://www.moww.org)
    - f. Commander-in-Chief's Intent (OY 2020)
  - b. The chapter's fiscal year (1 Jan – Dec, annually) is also its "operating year," which synchronizes timely support of annual MOWW reports and awards, and other MOWW activities and reporting.
  - c. The chapter's Area of Operations (AOR). NOVA has an estimated 3,159,639 residents in 2019 (37% of Virginia's population). It is comprised of the following: the counties of Arlington, Fairfax, Loudoun, and Prince William; the independent cities of Alexandria, Falls Church, Fairfax, Manassas, and Manassas Park; the major towns of Dumfries (Prince William County), Herndon and Vienna (Fairfax County), and Leesburg and Purcellville (Loudoun County); and the smaller towns of Clifton (Fairfax County), Hamilton, Hillsboro, Lovettsville, Middleburg, and Round Hill (Loudoun County), and Haymarket, Occoquan, and Quantico (Prince William County).
  - d. Performance measurement and analysis: Submit all required reports IAW MOWW requirements, and update higher leadership as needed. Analysis of performance results confirms operational results vs. standards via measurable data as summarized in documents on the MOWW website and elsewhere. This facilitates effective planning and execution, and continuous improvements in operational performance.
3. Strategic Goals
  - a. Strategic Goal 1 (SG-1). Recruit, Convene & Involve Companions.
    - 1) Increase chapter end strength by a net four percent (4%) annually, after adjusting for all losses.
    - 2) Hold chapter meetings at least every other month.
  - b. Strategic Goal (SG) 2. Provide Companion Leadership Training.
    - 1) Establish and conduct initial and annual refresher training for the chapter commander, senior vice commander, adjutant, and treasurer.
    - 2) Establish and conduct initial and annual refresher training for the chapter staff, outreach program leads, and the newsletter editor.

- c. Strategic Goal 3 (SG-3). Mentor and Develop Companions. Identify, train, mentor, and develop current and future elected and appointed chapter leaders to ensure continuity of chapter operations and Companion progression in roles and responsibilities.
- d. Strategic Goal 4 (SG-4). Conduct Chapter Advertising & Publicity. Develop and implement chapter-focused advertising (promotion) and publicity (media) by numerically increasing:
  - 1) The number of chapter newsletters published and hosted on the MOWW website, and by using social media to highlight chapter activities and outreach programs.
  - 2) The number of chapter news releases distributed to local media highlighting chapter activities, events, accomplishments, outreach programs, and Companions.
- e. Strategic Goal 5 (SG-5). Expand & Improve Chapter Outreach Programs. Enhance and increase:
  - 1) Award presentations of MOWW Reserve Officer Training Corps (ROTC & JROTC) Medals of Merit to cadets and midshipmen, and award presentations of MOWW Boy Scouts of America and Girl Scouts of the USA Certificates of Recognition to scouts.
  - 2) Award presentations of MOWW Silver Patrick Henry Medals, MOWW Bronze Patrick Henry Organizational Awards, MOWW Law & Order/First Responder Awards , MOWW Award of Merit Plaques, and other locally-developed certificates, to law & order officials, first responders, distinguished local citizens, community service groups, and media professionals.
  - 3) Award presentations of MOWW Bronze Patrick Henry Medals (for youth <18 years of age only), MOWW Youth Merit Medals and MOWW Award of Merit Plaques, and other locally-developed certificates to youth involved with or participating in Youth Leadership Conferences, Youth Leadership Seminars, Massing of Colors or other patriotic events and activities.
- f. Strategic Goal 6 (SG-6). Recognize Companion Excellence. Annually recognize chapter Companions by nominating Companions to receive the Gold Patrick Henry Medal and National Citations, awarding MOWW Silver and Bronze Patrick Henry Medals (the latter for youth <18 years of age only), MOWW Outstanding Service Medals, Outreach Service Medals, and Award of Merit plaques, and chapter programs by submitting the chapter for various MOWW annual program awards.

FOR THE GOOD OF THE ORDER



ARTHUR B. MORRILL III, Brig Gen, USAF (Ret)  
 Adjutant & Treasurer, Northern Virginia Chapter


Copies:

- 1) Commander, Region IV/Commander, National Capital Area Department
- 2) MOWW CINC/SVCINC/IPCINC/VCINCS/CS

16 Aug 20

1<sup>st</sup> Ind., NOVA Chapter Adjutant Ltr, Subj: NoVA Chapter | REVISED FY 2020 CAP, 16 Aug 20

Approved.



RUSSELL C. VOWINKEL, CAPT, USN (RET)  
 Commander, Northern Virginia Chapter