

CCAC Strategic Plan

MEMBERSHIP

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Cadet Corps Alumni Council

Strategic Plan for Membership

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Executive Introduction

The Cadet Corps Alumni Council (CCAC) membership growth campaign is built on a structured **Lines of Effort (LOE)** framework designed to guide alumni from initial identification to sustained long-term engagement. This framework provides CCAC with a deliberate, scalable, and actionable system for reconnecting the Maverick Battalion alumni network and increasing meaningful participation in the organization.

Membership growth is not achieved through a single event, message, or outreach effort. It requires a coordinated sequence of actions that identifies the alumni population, explains why reconnection matters, presents a clear and compelling membership offering, executes focused recruitment, leverages trusted peer relationships, and sustains engagement after alumni return to the network. The LOE framework organizes those efforts into a logical progression so that each line of effort supports and reinforces the next.

This campaign is designed to function as a complete alumni engagement lifecycle.

The Full System

Stage	LOE	Strategic Question
WHO EXISTS	LOE 1	Who are our alumni?
WHY	LOE 2	Why should they care?
WHAT	LOE 3	What are we offering?
HOW	LOE 4	How do we recruit them?
WHO THEY KNOW	LOE 5	Who do they reconnect with?
WHY THEY STAY	LOE 6	Why do they stay engaged?

The Alumni Growth Lifecycle

1. **Find them** — LOE 1: Alumni Identification and Network Development
2. **Connect emotionally** — LOE 2: Alumni Identity and Messaging
3. **Make it easy to join** — LOE 3: Membership Structure and Incentives
4. **Actively recruit** — LOE 4: Membership Recruitment Campaign
5. **Leverage relationships** — LOE 5: Relationship-Based Alumni Engagement
6. **Keep them engaged** — LOE 6: Alumni Engagement and Community Building

Identify > Locate > Contact > Inspire > Recruit > Motivate > Leverage

Strategic Insight

The strength of this framework is that it treats alumni growth as a system rather than a series of isolated actions. Identification without purpose does not inspire action. Messaging without a clear offer does not produce conversion. Recruitment without relationship-based outreach misses one of the most effective drivers of reconnection. Membership without sustained engagement does not create lasting organizational strength.

By aligning all six LOEs, CCAC can create a repeatable process that identifies alumni, reconnects them to the Maverick Battalion story, converts interest into membership, and retains them through meaningful engagement and community. Each LOE serves a distinct purpose, but all six work together to create momentum and long-term growth.

Purpose of This Plan

This plan provides CCAC leadership with a practical strategic framework for action. It translates broad membership growth goals into organized lines of effort that can be assigned, tracked, measured, and refined over time. It also ensures that membership growth is supported by a broader system of outreach, relationships, and sustained alumni involvement rather than relying on isolated initiatives.

Desired End State

The desired end state is a larger, more connected, and more engaged Maverick Battalion alumni network that strengthens the Cadet Corps Alumni Council, expands participation across generations of alumni, and builds a durable foundation for future organizational growth.

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Strategic Planning Structure

The plan is organized using a clear and scalable hierarchy that translates strategic intent into executable actions and measurable outcomes. Each Line of Effort (LOE) is structured to move from purpose, to action, to execution support, and ultimately to a defined result.

Line of Effort - A Line of Effort (LOE) is a major area of coordinated activity that contributes to achieving the overall strategic goal. Each LOE organizes related objectives, tasks, and resources around a specific strategic function and provides a logical pathway from current conditions to the desired end state.

Operational Objective - The Operational Objective defines the purpose of the LOE and the desired condition if it is successfully achieved. It provides direction, establishes focus, and aligns all supporting actions toward a clearly defined outcome.

Key Tasks - Key Tasks are the primary actions required to achieve the Operational Objective. They define what must be accomplished at the operational level and establish the major areas of activity within each LOE.

Supporting Tasks - Supporting Tasks describe how each Key Task will be executed. They break down broader actions into specific, actionable steps that can be assigned, tracked, and completed.

Enabling Resources - Enabling Resources identify the people, systems, tools, information, and relationships required to execute Supporting Tasks. They highlight what must be available to ensure successful execution.

LOE Effect - The LOE Effect defines the measurable outcome produced when the Operational Objective is achieved. It captures the impact of the LOE and explains how it contributes to the overall membership growth system and long-term organizational success.

End State - The End State defines the sustained condition that should exist when the LOE has been successfully completed. It describes what success ultimately looks like, incorporates the cumulative results of the LOE, and establishes the condition that must be achieved for the LOE to be considered successful.

Example Structure

LOE 1 — Alumni Identification and Network Development

Operational Objective

Build a comprehensive database of all eligible Maverick Battalion alumni who participated in ROTC for at least two semesters.

End State

CCAC maintains a comprehensive, accurate, and continually expanding database of eligible Maverick Battalion alumni that provides sufficient identification and contact information to support targeted outreach, relationship-based engagement, membership recruitment, and progress toward 1,000 active alumni members.

Key Tasks

1. Key Task 1 - Gather historical battalion records
 - Supporting Task
 - Enabling Resource
2. Key Task 2 - Identify eligible alumni
3. Key Task 3 - Build a centralized alumni database
4. Key Task 4 - Locate missing alumni
5. Key Task 5 - Integrate alumni records with the CCAC website

LOE Effect

A comprehensive and continually expanding database of Maverick Battalion alumni that provides the foundation for targeted outreach, relationship-based engagement, and membership recruitment.

Once this LOE effect is achieved, CCAC will have the visibility and contact structure required to support a deliberate campaign toward 1,000 members in the next four years.

LOE 1 — Alumni Identification and Network Development

Operational Objective

Build a **comprehensive database of all eligible Maverick Battalion alumni** who participated in ROTC for at least two semesters.

Identify > Locate > Contact > Motivate > Join > Leverage

End State

CCAC maintains a comprehensive, accurate, and continually expanding database of eligible Maverick Battalion alumni that provides sufficient identification and contact information to support targeted outreach, relationship-based engagement, membership recruitment, and progress toward 1,000 active alumni members.

Key Tasks

1. Key Task 1 - Gather historical battalion records

- 1.1 Commissioning rosters
 - Commissioning Programs
 - ROTC Records
 - Reveille Issues
- 1.2 Cadet enrollment lists
 - ROTC Records
 - Yearbooks
 - UTA Transcripts
- 1.3 Special Team Rosters
 - ROTC Records
 - Yearbooks
 - Former Team Captains
 - Histories
 - Reveille

- 1.4 Battalion yearbooks and photos
 - ROTC Library
 - UTA Library
 - 1.5 Short Horn Articles
 - The Shorthorn – Online
 - The UTA Library
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2. Key Task 2 - Identify eligible alumni

- 2.1 Determine cadets who completed at least two semesters
 - UTA Transcripts
 - ROTC Records
 - Battalion yearbooks and photos
 - The Shorthorn
 - Looking for MS 2,3 and 4s
 - Interviews
 - Former Cadre
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3. Key Task 3 - Build a centralized alumni database

- 3.1 Identify an existing Database that will easily adapt for our purpose.
 - 3.2 Identify and adopt standardized data fields
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4. Key Task 4 - Locate missing alumni

- 4.1 LinkedIn searches
- 4.2 Social media searches
- 4.3 Alumni referrals
- 4.4 ROTC department contacts

5. Key Task 5 - Integrate alumni records with the CCAC website

- 5.1 Create an alumni registration form
- 5.2 Allow alumni to update their information
- 5.3 Link database to membership system

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LOE Effect

A comprehensive and continually expanding database of Maverick Battalion alumni that provides the foundation for targeted outreach, relationship-based engagement, and membership recruitment.

Once this LOE effect is achieved, CCAC will have the visibility and contact structure required to support a deliberate campaign toward the 1,000-members in the next 4 years.

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LOE 2 — Alumni Identity and Messaging

Operational Objective

Develop and communicate a clear, inclusive, and compelling Maverick Battalion alumni identity that reconnects former cadets to their shared experience, reinforces a lasting sense of belonging, and motivates eligible alumni to engage with and join the Cadet Corps Alumni Council. This effort should ensure that all messaging consistently explains who belongs in the alumni network, why that connection still matters, and how CCAC provides a meaningful way for alumni to preserve the battalion's legacy, reconnect with one another, and invest in future generations of cadets.

End State

Eligible Maverick Battalion alumni understand that they remain part of the Maverick Battalion community, recognize their eligibility to participate in CCAC, understand the value of membership, and consistently receive a clear and compelling message that motivates reconnection, membership, and continued involvement.

Key Tasks

1. Key Task 1 - Develop the core alumni identity message

- ✓ 1.1 Establish the primary campaign slogan(s).
 - *Once a Maverick, Always a Maverick*
 - *Honor the Past, Invest in the Future*
- ✓ 1.2 Ensure messaging emphasizes inclusion of all cadets. (2-5.1)
 - Commissioning is not required
 - Participation for at least two semesters establishes eligibility

2. Key Task 2 - Create consistent campaign messaging

- 2.1 Develop standard language describing alumni eligibility.
 - 2.2 Create short statements explaining the CCAC mission and membership.
 - 2.3 Create templates for outreach communications.
 - 2.4 Create concise recruiting statements that explain why alumni should reconnect now.
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3. Key Task 3 - Publish the alumni identity message

- ✓ 3.1 Integrate messaging into the CCAC website.
 - 3.2 Include messaging in membership invitations and outreach materials.
 - 3.3 Coordinate messaging across email, website, and social media.
 - 3.4 Ensure the same core identity message appears across all communication channels.
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4. Key Task 4 - Reinforce Maverick Battalion identity and pride

- 4.1 Engage current cadets and alumni to share stories and experiences; through website and social media.
 - 4.2 Highlight battalion history and traditions.
 - 4.3 Highlight opportunities to give back to cadets and the battalion.
 - 4.4 Reinforce pride in being part of the Maverick Battalion.
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5. Key Task 5 - Communicate alumni eligibility

- 5.1 Clearly state that commissioning is **not required**; Emphasize the “two semester” participation rule. (2-1.2)
 - ✓ Website
 - Instagram
 - Emails
 - Facebook
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6. Key Task 6 - Communicate Value of CCAC Membership

- 6.1 Promote Reconnection and Belonging
 - Communicate opportunities to reconnect with classmates and former teammates
 - Promote class-year networks and “Find Your Class” initiatives
 - Highlight alumni reunions, events, and shared experiences

- Promote Maverick Alumni chapters
- Reinforce identity messaging: “Once a Maverick, Always a Maverick”
- 6.2 Promote Networking and Professional Opportunities
 - Communicate availability of alumni networking and professional connections
 - Highlight career opportunities, business connections, and peer support
 - Promote **alumni directory** and professional networking platforms
 - Share alumni success stories and business spotlights through social media and newsletters
- 6.3 Promote Mentorship and Cadet Engagement
 - Communicate opportunities to mentor cadets and junior officers
 - Highlight impact of alumni involvement on cadet development
 - Promote participation in mentorship programs and guest speaking
 - Share examples of alumni supporting cadet success
- 6.4 Promote Legacy and Long-Term Impact
 - Communicate opportunities to leave a lasting legacy (e.g., brick program, recognition)
 - Highlight how membership and contributions support cadets and the battalion
 - Promote recognition programs and long-term impact initiatives (3-3.1)
 - Develop donor classes and recognize them through lapel pins, and media and physical posting, etc.
 - Reinforce message of contributing to the future of the Maverick Battalion

7. Key Task 7 - Use storytelling to reinforce identity

- 7.1 Share cadet experiences and memories.
 - 7.2 Highlight alumni stories and career paths.
 - 7.3 Use photos, historical examples, and personal testimony to reinforce belonging.
 - 7.4 Connect past cadet experience to present-day opportunities for involvement.
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LOE Effect

A **clear and widely recognized Maverick Battalion alumni identity** that reconnects former cadets, reinforces their belonging to the Corps, and motivates them to join the Cadet Corps Alumni Council.

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LOE 3 — Membership Structure and Combined Offers

Operational Objective

Establish a **clear, accessible, and attractive CCAC membership structure** that lowers barriers to joining, provides multiple pathways to Lifetime Membership, and creates convenient opportunities for Lifetime Members to participate in complementary Alumni Development programs.

The membership structure will clearly distinguish CCAC membership from annual giving and legacy programs while allowing Membership and Alumni Development initiatives to work together in support of alumni recruitment, engagement, and long-term organizational growth.

Membership establishes an alumnus's formal relationship with CCAC. Participation in the Patriot Program or Brick Program is optional and is not required to become or remain a CCAC member.

End State

CCAC has 1,000 active alumni members who are connected to the organization and provide a sustainable base for alumni engagement and support of the Maverick Battalion.

Note: LOE 3 is a new and not yet Executive Committee approved action

Key Tasks

1. Key Task 1 - Establish CCAC Membership Options and Combined Offers

- 1.1 Establish Membership Options

Table 1 — CCAC Membership Options and Combined Offers

Category	Offer	Cost Structure	Functional Area
Membership	Annual Membership	\$25/year for 4 paid years = \$100; then Lifetime Membership	Membership
Membership	Lifetime Membership	\$100 one-time	Membership
Combined Offer	Lifetime Membership + Patriot Program	\$100 Membership + Selected Annual Giving Level	Membership + Alumni Development
Combined Offer	Lifetime Membership + Brick	\$100 Membership + Brick Cost	Membership + Alumni Development
Combined Offer	Lifetime Membership + Patriot Program + Brick	\$100 Membership + Selected Annual Giving Level + Brick Cost	Membership + Alumni Development

- 1.2 Establish Annual Membership as a Path to Lifetime Membership
 - Annual Membership is \$25 per year and is a structured path to Lifetime Membership rather than a permanently renewable membership category.
 - Each paid Annual Membership year credits \$25 toward the \$100 Lifetime Membership requirement.
 - After four paid Annual Membership years, the member automatically converts to Lifetime Membership.
 - Once converted to Lifetime Membership, no additional membership dues are required.
 - Annual membership billing or renewal notices should stop after conversion to Lifetime Membership.
- 1.3 Establish Combined Offer Principles
 - Combined Offers are not separate classes of CCAC membership.
 - An alumnus selecting any Combined Offer receives Lifetime Membership.
 - Patriot Program participation remains a separate annual-giving commitment administered through Alumni Development.

- Brick participation remains a separate Alumni Development opportunity.
 - Participation in the Patriot Program or Brick Program is not required to obtain or retain Lifetime Membership.
 - Annual Membership will remain a standalone membership path and will not be combined with Patriot Program giving or Brick opportunities.
 - 1.4 Preserve Separate Program Identities
 - Membership represents belonging to CCAC.
 - The Patriot Program represents annual financial support of CCAC.
 - The Brick Program provides an opportunity for permanent recognition and legacy.
 - Combined Offers provide a convenient way for an alumnus to select Lifetime Membership and one or more Alumni Development opportunities at the same time.
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2. Key Task 2 - Maintain a Clear and Sustainable Membership Structure

- 2.1 Maintain established membership pricing.
 - Annual Membership - \$25 per year.
 - Lifetime Membership - \$100 one-time.
 - Four paid Annual Membership years automatically satisfy the \$100 Lifetime Membership requirement.
- 2.2 Periodically review membership pricing to ensure affordability and long-term sustainability.
 - Consider inflation, administrative costs, membership-growth objectives, organizational sustainability, and alumni response.
- 2.3 Evaluate Membership pricing separately from Patriot Program Annual Giving Classes and Brick Program pricing.

3. Key Task 3 - Coordinate Membership with Alumni Development Programs

- 3.1 Coordinate with the Patriot Program.
 - The Patriot Program is CCAC's annual-giving program and is administered under the Alumni Development functional area.
 - Alumni selecting a Combined Offer may choose the approved Annual Giving Class appropriate to their desired level of support.
 - The entry Annual Giving Class is anticipated to begin with the Minuteman level at \$100 annually.
 - Higher Annual Giving Classes and recognition standards will be established and maintained within the CCAC Alumni Giving and Donation Recognition Framework.
 - Membership materials should reference the Patriot Program without independently establishing or duplicating its complete giving-class structure.
- 3.2 Coordinate with the Brick Program.
 - The CCAC Brick Program is an Alumni Development program providing alumni an opportunity for permanent recognition and legacy.
 - The Brick Program may be offered independently, with Lifetime Membership, or with Lifetime Membership and Patriot Program participation.
 - Brick pricing, engraving standards, installation procedures, revenue allocation, and recognition policies remain under Alumni Development or the applicable implementing policy.
- 3.3 Coordinate program promotion.
 - Clearly communicate that alumni may join CCAC, support CCAC through the Patriot Program, establish a permanent legacy through the Brick Program, or select an appropriate Combined Offer.
 - Ensure these programs reinforce one another without creating confusion regarding membership requirements.

4. Key Task 4 - Simplify Membership Enrollment and Combined Offer Selection

- 4.1 Enable easy online membership registration through the CCAC website.
- 4.2 Clearly present the two membership paths.
 - Annual Membership - \$25/year with automatic conversion to Lifetime Membership after four paid years.
 - Lifetime Membership - \$100 one-time.
- 4.3 Clearly present Lifetime Membership Combined Offers.
 - Identify the Membership, Patriot Program, and Brick components separately so the alumnus understands which amounts are membership payments and which are Alumni Development contributions.
- 4.4 Minimize enrollment friction.
 - Clearly explain membership eligibility and the Annual-to-Lifetime conversion.
 - Display all costs before payment and identify recurring versus one-time commitments.
 - Minimize unnecessary data entry and provide secure online payment.
 - Provide immediate confirmation of membership enrollment and any selected Alumni Development programs.
- 4.5 Automate the Annual-to-Lifetime conversion to the extent supported by the membership-management system.
 - Track each Annual Membership payment and cumulative membership payments.
 - Automatically identify members reaching \$100 in cumulative Annual Membership payments.
 - Convert qualifying members to Lifetime Membership and stop future Annual Membership renewal notices.
 - Retain the member's original join date and membership history.
- 4.6 Maintain CCAC administrative control of membership enrollment, records, and membership-payment processes.

5. Key Task 5 - Standardize Membership Information and Communications

- 5.1 Clearly communicate membership eligibility requirements. (2-5.1)
 - 5.2 Provide consistent instructions on how alumni can join CCAC across the website, social media, newsletters, email campaigns, recruiting materials, and events.
 - 5.3 Clearly explain both paths to Lifetime Membership.
 - Immediate Lifetime Membership - \$100 one-time.
 - Annual Membership - \$25 per year, automatically converting to Lifetime Membership after four paid years.
 - 5.4 Use consistent Membership and Alumni Development terminology.
 - Membership terminology: Annual Membership, Lifetime Membership, and Combined Offer.
 - Alumni Development terminology: Patriot Program, Annual Giving Class, Minuteman Family, Eagle Family, and Brick Program.
 - Do not create additional membership classes based on giving level or Brick Program participation.
 - 5.5 Align membership information and Combined Offers with LOE 2 messaging, LOE 4 recruiting efforts, and LOE 6 engagement activities.
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6. Key Task 6 - Establish Membership Tracking Procedures (4-7)

- 6.1 Maintain accurate membership records through a database.
 - Track membership status, membership type, original join date, Annual Membership payments, cumulative membership payments, renewal date, Lifetime conversion date, and Lifetime Membership status.
- 6.2 Track Annual-to-Lifetime Membership conversion.
 - Identify first-, second-, and third-year Annual Members, members approaching Lifetime conversion, completed conversions, and Annual Members who do not renew.
- 6.3 Track membership growth and participation through a database.

- Monitor total active members, Annual Members, Lifetime Members, new members, renewals, Annual-to-Lifetime conversions, immediate Lifetime Memberships, and progress toward the 1,000-member End State.
 - 6.4 Track Combined Offer selection.
 - Lifetime Membership only.
 - Lifetime Membership + Patriot Program.
 - Lifetime Membership + Brick.
 - Lifetime Membership + Patriot Program + Brick.
 - 6.5 Maintain separately identifiable Membership and Alumni Development records within a common database or CRM.
 - Membership records identify membership status and progress toward Lifetime Membership.
 - Alumni Development records separately identify Patriot Program participation, Annual Giving Class, giving history, Brick participation, and donor-recognition information.
 - 6.6 Ensure membership data supports campaign assessment and future planning.
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LOE Effect

A clear, accessible, and flexible CCAC membership structure that provides eligible Maverick Battalion alumni two practical pathways to permanent membership: immediate Lifetime Membership or an affordable four-year Annual Membership path that automatically converts to Lifetime Membership after \$100 in cumulative membership payments.

Lifetime Membership also provides the foundation for optional Combined Offers incorporating the Patriot Program, the Brick Program, or both, allowing Membership and Alumni Development to reinforce one another while remaining functionally distinct.

The resulting system lowers the financial barrier to joining, steadily converts participating alumni into Lifetime Members, creates opportunities for greater alumni support, and contributes directly toward the End State of 1,000 active alumni members who are connected to the organization and provide a sustainable base for alumni engagement and support of the Maverick Battalion.

LOE 4 — Membership Recruitment Campaign

Operational Objective

Execute a structured, repeatable membership recruitment campaign that actively identifies, contacts, and converts eligible alumni into CCAC members by leveraging coordinated outreach, clear messaging, and performance tracking.

End State

CCAC operates a structured, repeatable, and data-driven recruitment campaign that consistently reaches identified alumni, converts qualified prospects into members, measures recruitment performance, and produces the sustained membership growth required to achieve the 1,000-member objective.

1. Key Task 1 - Develop a structured recruitment campaign framework

- 1.1 Define campaign phases (e.g., Awareness, Engagement, Conversion, Follow-Up).
 - 1.2 Establish a campaign calendar aligned with key event (Commissionings, Reunions/Meetups, Hall of Honor, Welcome labs, FTX, Mil Ball, Cadet competitions and events, etc.)
 - 1.3 Assign roles and responsibilities for campaign execution (e.g., VP Membership, class leaders, communications team).
 - 1.4 Develop standardized campaign materials (emails, scripts, graphics).
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2. Key Task 2 - Execute multi-channel outreach to alumni

- 2.1 Conduct email campaigns targeting identified alumni lists.
 - Initial outreach email
 - Follow-up email sequence
 - Membership call-to-action messaging
- 2.2 Leverage social media platforms to promote membership.
 - Facebook groups and pages
 - LinkedIn alumni networks
 - Instagram for visibility and storytelling
- 2.3 Implement direct outreach methods.
 - Phone calls
 - Text messaging

- Personal emails
- 2.4 Utilize in-person recruiting opportunities.
 - Alumni events
 - ROTC functions
 - Commissioning ceremonies

3. Key Task 3 - Integrate messaging and value proposition (LOE 2 alignment)

- 3.1 Ensure all outreach communicates the core reasons to join CCAC. **(RSVP)**
 - Reconnect with fellow alumni
 - Support current cadets and ROTC program
 - Volunteer and Mentor
 - Preserve the Maverick Battalion legacy
 - 3.2 Standardize messaging across all platforms and recruiters.
 - 3.3 Develop short, clear recruiting statements and elevator pitches.
 - 3.4 Incorporate testimonials and success stories into outreach efforts.
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4. Key Task 4 - Use database and alumni identification data to target outreach

- 4.1 Use the alumni database developed in LOE 1 as the primary targeting tool for campaign execution.
 - 4.2 Segment outreach by class year, geography, known relationships, and available contact data.
 - 4.3 Prioritize high-probability alumni groups for early campaign waves.
 - 4.4 Update targeting lists as new alumni are identified or reconnected.
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5. Key Task 5 - Implement class-based recruitment (LOE 5 integration)

- 5.1 Identify class-year / cohorts and assign class leaders.
 - 5.2 Provide class leaders with alumni contact lists and recruiting tools.
 - 5.3 Establish class-level recruiting goals and accountability.
 - 5.4 Encourage peer-to-peer outreach within each class.
 - 5.5 Recognize high-performing classes and recruiters.
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6. Key Task 6 - Create a clear and compelling call-to-action

- 6.1 Direct all outreach to a single, easy-to-use membership registration point.

- The CCAC Website
- 6.2 Clearly communicate membership options and benefits (aligned with LOE 3).
- 6.3 Emphasize urgency through timelines, campaigns, or milestones.
- 6.4 Reduce friction in the decision process through simple instructions and links.

7. Key Task 7 - Track recruitment performance and adjust strategy (3-6)

- 7.1 Monitor key metrics.
 - Number of contacts made
 - Conversion rates
 - Membership growth over time
 - 7.2 Track performance by outreach method.
 - 7.3 Track performance by class year and recruiter.
 - 7.4 Identify high-performing tactics and replicate them.
 - 7.5 Adjust campaign efforts based on data and feedback.
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LOE Effect

A coordinated and data-driven recruitment campaign that actively converts eligible alumni into CCAC members, resulting in sustained membership growth and increased engagement across the Maverick Battalion alumni network.

LOE 5 — Relationship-Based Alumni Engagement

Operational Objective

Leverage personal relationships, shared experiences, and trusted alumni-to-alumni connections to reconnect former cadets, expand CCAC's reach, and accelerate membership growth through **peer-driven engagement** across the Maverick Battalion network.

End State

CCAC has an active network of alumni connectors, class representatives, and relationship-based groups that use trusted personal connections to locate, reconnect, engage, and recruit former Maverick Battalion cadets across generations of alumni.

Key Tasks

1. Key Task 1 - Identify relationship networks across the alumni base

- 1.1 Map known alumni relationships by class year, unit affiliation, friendship groups, leadership chains, and shared experiences.
 - 1.2 Identify highly connected alumni who can help reconnect disconnected former cadets.
 - 1.3 Develop a framework to categorize relationship clusters across the Maverick Battalion network.
 - 1.4 Prioritize relationship groups that are most likely to produce rapid re-engagement.
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2. Key Task 2 - Build alumni connection lists

- 2.1 Develop contact lists based on who alumni know and who they regularly communicate with.
- 2.2 Capture known peer-to-peer connections during outreach and membership registration.
- 2.3 Maintain records of referral relationships between current members and prospective members.
- 2.4 Update connection lists as new alumni relationships are identified.
- 2.5 Leverage Network Analysis Software programs.

3. Key Task 3 - Establish a relationship-based outreach structure

- 3.1 Identify and appoint alumni connectors, class representatives, or informal network leaders.
 - 3.2 Define roles and responsibilities for alumni connectors.
 - Reconnect with known classmates and peers
 - Encourage participation in CCAC activities
 - Support membership recruitment efforts
 - 3.3 Develop outreach guidance and communication tools for relationship-based engagement.
 - 3.4 Maintain a roster of alumni connectors and their assigned networks.
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4. Key Task 4 - Enable reconnect campaigns based on trusted relationships

- 4.1 Launch initiatives that encourage alumni to personally reach out to those they served with, studied with, or knew well.
 - 4.2 Develop “Find Your Squad” style efforts centered on friendships, platoons, classes, and shared cadet experiences.
 - 4.3 Encourage alumni to submit missing contact information for former classmates and peers.
 - 4.4 Promote personal invitations as a primary method for re-establishing contact with disengaged alumni.
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5. Key Task 5 - Use peer influence to support membership growth

- 5.1 Encourage alumni to recruit the people they know directly into CCAC membership.
 - 5.2 Develop class, friend-group, or network-based membership challenges.
 - 5.3 Track which relationship networks generate the highest membership conversions.
 - 5.4 Recognize alumni and alumni groups who successfully bring others into the organization.
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6. Key Task 6 - Strengthen alumni identity through shared connection

- 6.1 Highlight stories, photos, and memories that reinforce bonds between former cadets.
 - 6.2 Promote pride in the Maverick Battalion through shared history and personal connection.
 - 6.3 Encourage alumni groups to gather informally or formally around common relationships.
 - 6.4 Reinforce the message that reconnecting with people is a gateway to reconnecting with the battalion.
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7. Key Task 7 - Integrate relationship networks into the broader membership campaign

- 7.1 Align relationship-based outreach with LOE 4 membership recruitment efforts.
 - 7.2 Use alumni connection data to refine outreach priorities and communication plans.
 - 7.3 Provide CCAC leadership with regular updates on peer-driven engagement progress.
 - 7.4 Measure the effect of relationship-based engagement on alumni reconnection and membership growth.
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LOE Effect

A relationship-driven engagement network that uses trusted alumni connections to reconnect former cadets, strengthen Maverick Battalion identity, and multiply the effectiveness of CCAC's overall membership growth campaign.

LOE 6 — Alumni Engagement and Community Building

Operational Objective

Deliver consistent, meaningful engagement opportunities that strengthen alumni relationships, reinforce connection to the Maverick Battalion, and provide ongoing value that sustains long-term participation, volunteerism, and support.

End State

CCAC sustains an active and connected alumni community in which members receive regular communication, build relationships with fellow alumni, participate in events and mentorship, contribute their time and expertise, remain connected to the Maverick Battalion, and continue their involvement with CCAC over the long term.

Key Tasks

1. Key Task 1 - Establish a structured alumni communication program

- 1.1 Sustain a recurring CCAC newsletter (e.g., Reveille) distributed quarterly.
 - 1.2 Include alumni updates, cadet highlights, upcoming events, and organizational news.
 - 1.3 Ensure newsletters are formatted for direct email viewing with embedded links.
 - 1.4 Maintain an updated email distribution list of all identified alumni.
 - 1.5 Standardize messaging tone and branding across all communications.
 - 1.6 Annually update member records, focus effort after PCS season.
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2. Key Task 2 - Build and maintain alumni networking opportunities

- 2.1 Organize regional alumni meetups in key geographic areas.
 - 2.2 Facilitate professional networking opportunities (in-person and virtual).
 - 2.3 Develop an alumni directory to enable peer-to-peer connections.
 - 2.4 Encourage class-year groups to host informal gatherings.
 - 2.5 Leverage social media platforms to support ongoing interaction.
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3. Key Task 3 - Develop a cadet–alumni mentorship program (Development)

- 3.1 Define mentorship program structure and eligibility requirements.
- 3.2 Match cadets with alumni based on career field, interests, or branch.
- 3.3 Provide mentorship guidelines and expectations for both mentors and mentees.

- 3.4 Track participation and engagement within the mentorship program.
 - 3.5 Highlight successful mentorship outcomes in CCAC communications.
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4. Key Task 4 - Organize recurring CCAC events and experiences

- 4.1 Plan and execute annual signature events (e.g., Hall of Honor, reunions).
 - 4.2 Coordinate support and participation in battalion events.
 - 4.3 Develop smaller-scale events such as social gatherings and networking nights.
 - 4.4 Create virtual event options to engage geographically dispersed alumni.
 - 4.5 Establish an annual event calendar and publish it to members.
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5. Key Task 5 - Highlight alumni and cadet achievements

- 5.1 Develop a system to collect alumni accomplishments and updates.
 - 5.2 Feature alumni success stories in newsletters, website, and social media.
 - 5.3 Highlight cadet achievements, commissioning milestones, and awards.
 - 5.4 Recognize notable service, leadership, and professional accomplishments.
 - 5.5 Create recurring spotlight features (e.g., Alumni of the Month).
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6. Key Task 6 - Strengthen alumni connection to the battalion

- 6.1 Provide regular updates on battalion activities and initiatives.
 - 6.2 Encourage alumni attendance at commissioning ceremonies and key events.
 - 6.3 Facilitate opportunities for alumni to engage with cadets (guest speakers, panels).
 - 6.4 Coordinate volunteer opportunities supporting cadet programs.
 - 6.5 Maintain close coordination with ROTC cadre and university leadership.
 - Request a specific Cadre POC with this role.
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7. Key Task 7 - Promote sustained engagement and volunteerism

- 7.1 Identify and communicate opportunities for alumni to contribute time and expertise.
- 7.2 Develop volunteer roles within CCAC operations and initiatives.
- 7.3 Encourage alumni participation in committees and working groups.
- 7.4 Recognize and reward active volunteers and contributors.

- 7.5 Track volunteer participation and engagement levels.
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8. Key Task 8 - Encourage long-term participation and future giving

- 8.1 Integrate engagement efforts with fundraising and donation opportunities.
 - 8.2 Communicate the impact of alumni contributions on cadets and the battalion.
 - 8.3 Provide clear pathways for continued involvement beyond membership.
 - 8.4 Reinforce the value of lifelong connection to CCAC.
 - 8.5 Align engagement initiatives with long-term organizational growth goals.
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LOE Effect

A highly engaged and connected alumni community that maintains strong ties to the Maverick Battalion, actively participates in CCAC initiatives, and contributes time, mentorship, and resources to sustain long-term organizational growth and impact.

Appendix

Plans & Concepts