



Association of Military Legal Administrators

www.AMLA-TCML.org

April 14, 2021

The following summarize the strategic plan for the Association of Military Legal Administrators from 2021 to 2026. This plan is largely unchanged from the original FY19 Campaign Plan.

Mission: #AMLA is a values-based veteran's organization seeking to preserve old friendships, to support and uphold the values of military service, and to continue to share knowledge in an ongoing mission of teaching, coaching, mentoring and leading #TCML. The Association seeks to assist the transition from military to civilian life and enhance employment opportunities and professional educational learning through a continuous process of teaching, coaching, mentoring and leading.

Vision: Through continued fellowship, #AMLA preserves networks and friendships, supports and upholds the values of military service, and shares knowledge in the ongoing mission of teaching, coaching, mentoring and leading those that have served in the profession of arms #TCML. Fundamental is the fellowship between its members and the talent each individual brings with him/her into this endeavor. #AMLA pledges its assistance to its members and all veterans. #AMLA will continue to grow and develop into a sustainable program that assures viability, self-reliance, and community commitment.

Area of Emphasis 1: Public Awareness. #AMLA will deliver measurable, impactful, and broad-based campaigns that elicits public confidence as well as legitimizes and connects members and donors to the core principles of our existence.

Objective 1a: *Ambassador Program* builds awareness by reaching out to, and connecting with, past and present Legal Administrators and Legal Administrative Officers.

Objective 1b: *Candidate Outreach Program* builds awareness by reaching out to, and connecting with, newly accessed Legal Administrators and Legal Administrative Officers.

Objective 1c: *Social Purpose Marketing* builds awareness through ongoing internal and external communications with the public through varying media strategies to help promote awareness of our charitable endeavors.

Area of Emphasis 2: Education and Engagement. #AMLA will promote continued development of our core principles – support through teaching, coaching, mentoring, leading – and bolster opportunities, manage expectations, develop relationships, and ignite the passion to see the future of our organization #TCML.

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Objective 2a: *Reading Program* promotes a culture of awareness through learning opportunities and essential strategies for teaching, coaching, mentoring and leading.

Objective 2b: *Scholarships* promote a culture of growth and continuing support by providing financial opportunities to eligible beneficiaries.

Objective 2c: *Associate Memberships* promote growth through a campaign offering greater levels of interaction within our membership Community and the Public.

Area of Emphasis 3: Advocacy. #AMLA will exercise potent strategies that illuminate the commonality of underlying issues that face our membership-at-large and establish lasting solutions to overcome them.

Objective 3a: *Veteran Success Program* inspires and empowers veteran success beyond military service through a dedicated network of support and administration.

Objective 3b: *Veteran Service Accreditation* will establish and communicate an honest and developing culture that promotes competency and credibility recognized Nationwide.

Objective 3c: *Charitable Transparency* communicates and promotes the organization's message and purpose to instill public trust in a meaningful and impactful way.

Area of Emphasis 4: Sustainability. #AMLA will establish an environment sufficient to ensure the furtherance of our authentic and charitable purposes that formalizes and fosters a culture promoting organizational success.

Objective 4a: *Authentic Purpose* instills a constant, consistent sense of focus for the leaders, members, and followers of the organization's charitable purpose.

Objective 4b: *Fundraising* builds and prioritizes a diverse revenue stream to fund core and innovative programs.

Objective 4c: *Mentorship* develops an environment of caring, sharing, and positive influence and sustains leadership.

Respectfully,

Jim Steddum

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