



DIVISION 3 PAC NOTES/UPDATE Aug 7, 2017



1. **Communications:** The HQs Communications Director offered some great tips in utilizing social media.
 - a. **Facebook Usage:** Post all chapter events, legislative updates, photos on FB in real-time. Social media is a “*means to share our story*”. Chapters must learn to use all aspects of FB to maximize our reach to a variety of audiences. FB Admins should download the “FB Pages Manager” from the App Store, which will allow Admins to post updates, respond to comments, view insights to analyze how effective your page is operating. Every time you post on FB use the following hashtags:
[#weareafsa](#) [#afsagivesback](#) [#afsamembership](#) [#afsafamilymatters](#)
 - b. **Email Addresses:** Encourage all members to list their personal email vice their “.mil” address. The AF network varies by location and often does not allow outside message to be sent to “.mil” addresses.
 - c. **AFSA PAC Flickr Photos:** Check them out [here!](#)
 - d. **Div 3 PAC Flickr Photos:** Check out how much fun we [had!](#)
 - e. **Help Us Gain More Followers on our Division FB Page:** We only have 399 Likes, we need your help!
 - f. **Facebook Chapter Cover pages:** Click [here](#) to download your Chapter’s image.

2. **Fraternity:**
 - a. **2018 & 2019 AFSA PAC:** We are returning to San Antonio, TX the next two years. Chapters should budget money to send delegates to the PAC.
 - b. **2020-2022 AFSA PAC:** The HQs Staff is exploring new sites like Columbus, OH, St. Louis, MO, Phoenix, AZ, Kansas City, MO, and other desirable locations.
 - c. **2023 AFSA PAC:** We had a blast in Reno and we planning to return in 2023!
 - d. **Division 3 Awards:** Our division/chapters won the following awards!!!
 - i. Family Member of the Year—Barbara Veatch, Chapter804
 - ii. Chapter of Year (under 500)—Chapter 964
 - iii. Division Communications Award—Division Three
 - iv. Chapter Communications Award—Chapter 951
 - v. Chapter Legislative Award—Chapter 985
 - vi. Community Service Award—Chapter 985

3. **Legislation:** DYK only 18% of our elected official on Capitol Hill have ever worn the served?
 - a. **Legislative Accomplishments:** Go to this [page](#) to review the last 25 years of legislative accomplishments. Recommend chapters get familiar the info and use during members briefs.
 - b. **Legislative Awareness Week (LAW):** LAW is set of 1-7 October. This is AFSA’s event to raise legislative awareness at the chapter level. Use this event to educate your members on legislative issues.

4. **Membership:**
 - a. **Member For Life Campaign:** If you didn’t take advantage of this campaign during the PAC you missed out on an one-time offer of \$150 for AFSA Member for Life! The final numbers are not in, but we believe nearly 2,000 people took advantage of this offer.
 - b. **Current Active Membership Base:** Membership strength is 91K, last year we had 93K.
 - c. **Challenges:** Membership continues to be in a decline we must reverse this. How do we appeal to a different generations (younger and older)? Continue to find community service projects, create new events to attract and recruit members.
 - d. **Bad Address List:** Our division has over 550 members on this list. This list is comprised of members who have recently PCS’d, move, or returned postage back AFSA. DYK...chapters receive a reduced ASP payment for each active member on the list, please review the list and contact these members and help them update their mailing address. [Link](#) to update mailing address.

DIV 3 MEMBERSHIP STATISTICS - 2017

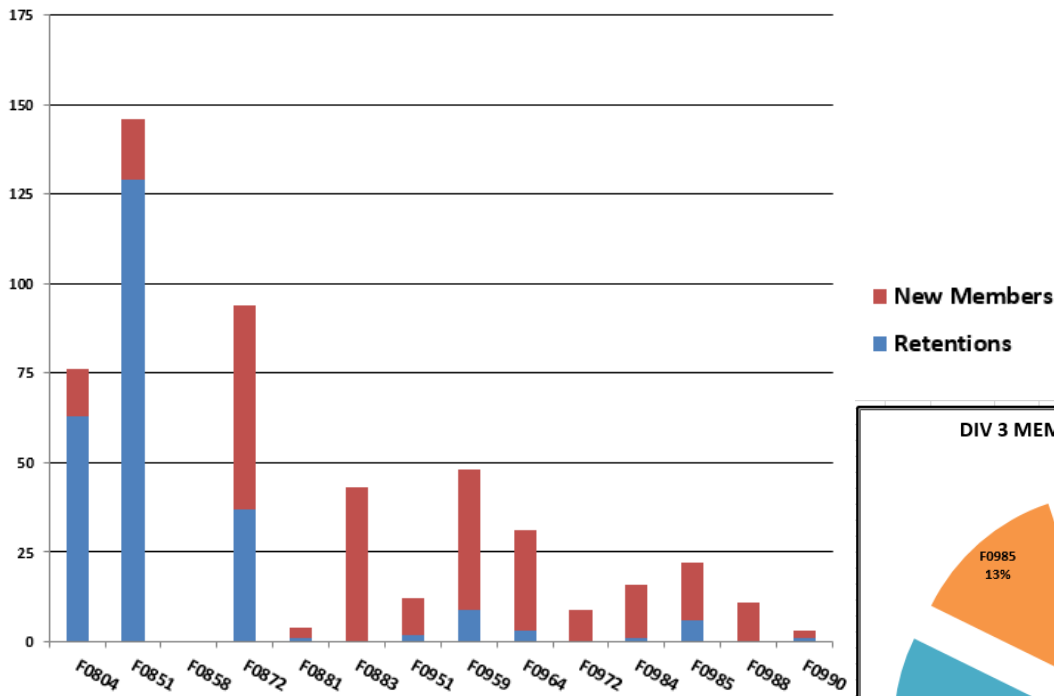
RETAINER CREDITS													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
F0804	5	6	17	20	6	3	4	2	0	0	0	0	63
F0851	20	10	24	15	15	25	20	0	0	0	0	0	129
F0858	0	0	0	0	0	0	0	0	0	0	0	0	0
F0872	3	8	8	3	4	5	2	4	0	0	0	0	37
F0881	0	0	1	0	0	0	0	0	0	0	0	0	1
F0883	0	0	0	0	0	0	0	0	0	0	0	0	0
F0951	1	0	0	0	0	0	1	0	0	0	0	0	2
F0959	0	0	0	0	2	0	0	7	0	0	0	0	9
F0964	0	1	0	0	0	0	0	2	0	0	0	0	3
F0972	0	0	0	0	0	0	0	0	0	0	0	0	0
F0984	0	0	0	0	1	0	0	0	0	0	0	0	1
F0985	0	1	1	0	1	0	1	2	0	0	0	0	6
F0988	0	0	0	0	0	0	0	0	0	0	0	0	0
F0990	0	0	0	0	0	0	1	0	0	0	0	0	1
Total	29	26	51	38	29	33	29	17	0	0	0	0	252

DIVISION 3 ACTIVE MEMBERS							GAINS/LOSSES/TRANSFERS		
	AFSA	FAMILY	LIFE	Total	Total-31 Dec 16	Delta	GAINS	LOSSES	DELTA
F0804	300	100	511	911	986	-75	27	58	-31
F0851	576	64	640	1,280	1,277	3	38	78	-40
F0858	326	23	425	774	781	-7	43	41	2
F0872	1,114	36	795	1,945	2,026	-81	92	98	-6
F0881	453	5	168	626	676	-50	55	41	14
F0883	78	4	43	125	0	125	37	9	28
F0951	413	21	200	634	607	27	58	33	25
F0959	506	3	95	604	637	-33	52	40	12
F0964	289	6	82	377	315	62	45	21	24
F0972	289	15	299	603	639	-36	38	36	2
F0984	781	14	455	1,250	1,316	-66	91	67	24
F0985	645	31	725	1,401	1,362	39	86	68	18
F0988	318	2	88	408	401	7	19	13	6
F0990	88	7	64	159	149	10	17	4	13
Total	6,176	331	4,590	11,097	11,172	-75	698	607	91

RECRUITER CREDITS													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
F0804	0	1	1	6	1	2	2	0	0	0	0	0	13
F0851	2	4	0	2	4	4	1	0	0	0	0	0	17
F0858	0	0	0	0	0	0	0	0	0	0	0	0	0
F0872	4	8	8	9	8	7	8	5	0	0	0	0	57
F0881	2	1	0	0	0	0	0	0	0	0	0	0	3
F0883	0	3	6	4	8	4	18	0	0	0	0	0	43
F0951	3	1	1	1	0	0	2	2	0	0	0	0	10
F0959	4	6	2	0	10	1	14	2	0	0	0	0	39
F0964	3	2	3	0	11	3	5	1	0	0	0	0	28
F0972	0	0	9	0	0	0	0	0	0	0	0	0	9
F0984	1	0	1	6	4	1	2	0	0	0	0	0	15
F0985	1	0	1	2	2	6	2	2	0	0	0	0	16
F0988	0	1	4	3	0	1	2	0	0	0	0	0	11
F0990	0	0	0	0	0	0	2	0	0	0	0	0	2
Total	20	27	36	33	48	29	58	12	0	0	0	0	263

TOP 10 RETAINERS				TOP 10 RECRUITERS			
NAME	CHAP	YTD	LIFE	NAME	CHAP	YTD	LIFE
Roland Kolwitz	F0851	105	3,323	Ben Weavers	F0872	24	25
Patti Dalzell	F0804	61	187	Ashley Depuy	F0883	21	51
Steve Zalesky	F0872	32	1,017	Brett Stuckel	F0959	19	19
Jean Kolwitz	F0851	24	1,439	Steve Zalesky	F0872	14	887
Blake Manuel	F0985	3	4	Roland Kolwitz	F0851	12	344
Ben Weavers	F0872	3	3	Blake Manuel	F0985	12	14
Marquia Cantu	F0964	2	2	Jose Rios	F0883	9	9
Keith Williams	F0985	2	2	Jeremy Pitts	F0959	9	54
				Josh Hite	F0872	8	15
				Keith Stadler	F0972	7	9

DIV 3 CUMMULATIVE MEMBERSHIP STATS



DIV 3 MEMBERSHIP STRENGTH BY CHAPTER

