



AMA's 2022 Program of Work



AMA's 2022 Program of Work

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1. Executive Summary

What is the AMA Program of Work (POW)?

- a) Written plan of action created by the AMA staff and the Executive Council that gives a detailed description of the goals to be accomplish during 2022.
- b) The POW's plan is a set of related projects and activities, managed in a coordinated and collaborative fashion to deliver specific goals that provide benefits and services for AMA clubs, members, flying sites, and to advance AMA's mission.

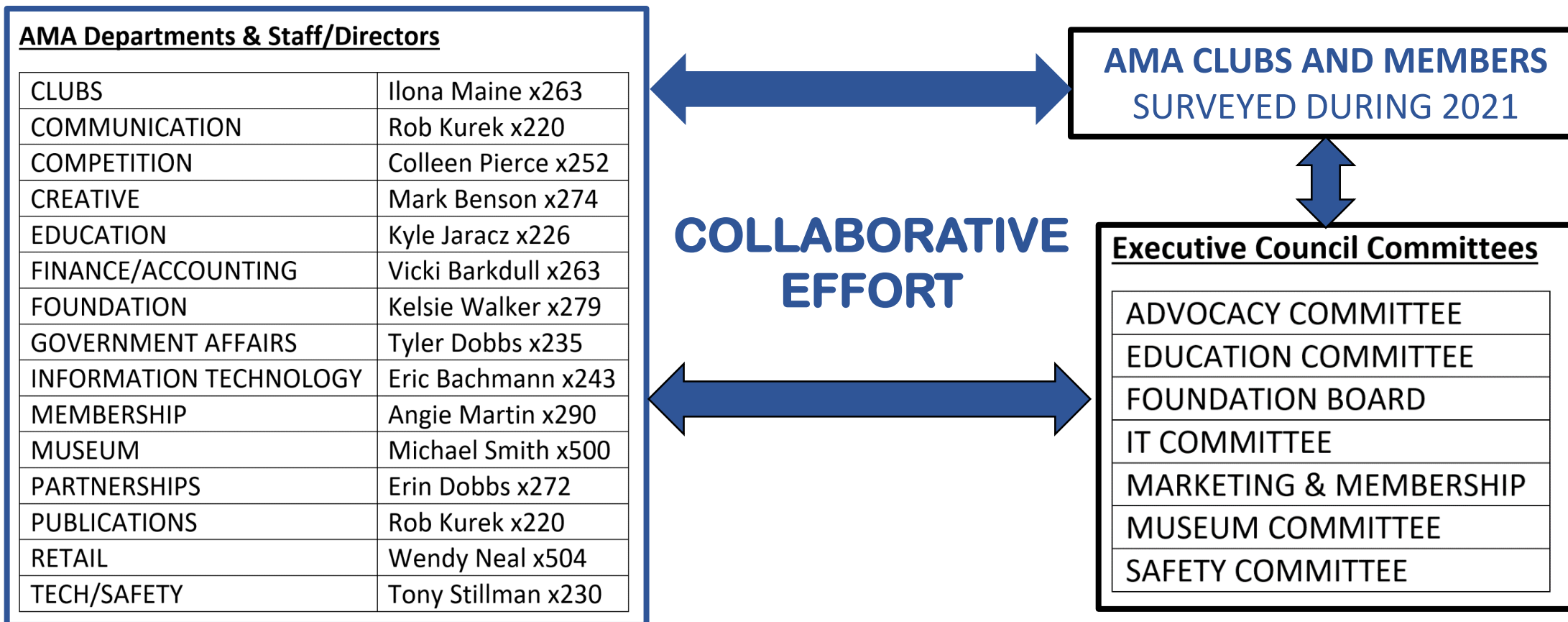


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How were the Goals and Objectives of the POW developed and determined?

Through a Collaborative effort of the Executive Council and some of its Committees, The AMA Staff and its 15 Departments and input from surveys in 2021 with AMA clubs and members.





2. THEMES - There are three themes in the quarterly POW.

a) Invest in Clubs and Flying Site – “2022 the year of the club”

Add new club resources, benefits, and training.

Continue regulatory protections, altitude waivers, exemptions for TFRs, and Remote ID

Engage more with clubs on member growth and flying site assistance.

b) Invest in Members

Add new services, features, and benefits.

Improve HQ staff training and work flow to better serve members.

c) Increase Engagement

More strategic communications to members, clubs, and the public.

Additional crowdsourcing, member services, and customized user experiences.

Increase social media by 15% (likes followers, subscribers, mentions).



1. First Quarter January – March

a) Launch AMA Digital Membership Cards

Emailed automatically from member database that can be printed or captured as an image on a smartphone (saving printing and mailing costs) A future QR code on cards can be scanned to verify membership, waivers, event registering, and to ID member event interest and location to later personalize email messaging to members.

b) Campaign SRM altitude victories

Tell how successful AMA has been in FAA SRMP in getting 100% of the altitudes requested for clubs and the mitigations that have influenced FAA decisions for granting the increased altitudes.

c) Improve and promote Life membership

Update \$1,500 Life Membership program, to include review of benefits and more promotion.



1. First Quarter January – March

d) Online portal for camping reservations

Members attending IAC for events will now find it much easier to request IAC campsites online then by phone or in person.

e) Campaign: Know Before You Fly; Annual/Ongoing

AMA along with other stakeholders is a contract partner in the KBYF program and does so to continue to demonstrate support of FAA's KBYF sUAS safety objectives.

f) Campaign: Hearts and Minds; Annual/Ongoing

Utilize the "AMA Snapshots" tell the AMA story of influential members to win over the hearts and minds of our members.



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2. Second Quarter April – June

a) CBO Recognition

Make ready to apply for CBO status as prescribed in AC 91-57C. Another important step in the incremental process of UAS rule enactment

b) Improve club search engine

Enhance the club finder on the AMA website to better sort and filter clubs by STATE, leader club, intro pilot instructors, open/capped membership, types of aircraft flown as well as popular club events or activities and other important benefits.

c) EAA chapter and AMA club Young Eagle Build

After being stalled because of COVID its time to restart connecting EAA chapter's Young Eagles to AMA's Youth membership.

d) Campaign Membership acquisition with 3MT

In May offer free 3-month trial memberships and encourage clubs to offer a free club membership time for newbies and intro-pilot training



2. Second Quarter April – June

e) Restructure Newsletters and E-Communications

Streamline the newsletter and email member engagement, consolidate AMA Today, Rotor Report, and Media Minute into "AMA This Week".

f) Campaign: Why Your Local Group Should Charter as an AMA Club

Create messaging that highlights the benefits of being an AMA chartered club.

g) Scope Walk of Fame Foundation Campaign

Consider costs in creating a virtual tour, online brick locator, and on-site kiosk/signage. Develop materials for major gift prospects with public campaign in 2023



3 Third Quarter July – September

a) Assist and train club officers through email journey

Create content (video/written w/graphics) for club officer monthly emails with AMA/club business-related matters.

b) Dynamic and personalized member content

Use member profile data to create personalized content blocks within “AMA This Week” based on member preferences, location, and interests.

c) Re-boarding member email journey

Continuation of 2021. Provide needed updates to current member journeys.

d) Launch club toolkit

Put together resources for club tool kit by 2Q22. Collaborate with other dept. for additional resources work with Creative and Communications in 3Q22 to compile, design, and distribute.



4. Fourth Quarter October – December

a) Military recognition and honor

Explore options to honor our military and veterans through thank-you and benefits.

b) Launch online club charter renewal

Plan and set milestones for online club charter renewal with IT by 1Q22.

Have functioning club charter renewal ready by mid-September 2022 and for club officers to test starting in October 2022. Have a live platform mid November 2022.

c) Improve and expand flying site services

Review flying site assistance material by end of 2Q22. Collaborate with Creative for branding updates and new creative material by end of 3Q22.

Work with IT to update website by end of 4Q22.



4. Fourth Quarter October – December

d) Remote-ID FRIA application

Work with FAA, staff, clubs, and AMA leadership to coordinate efforts to secure Remote-ID FRIA status for AMA's fixed flying sites.

e) Museum virtual tour

New local vendor with IT in 2021-2022. Shoot new gallery photos and upload to new virtual tour online by 4Q22.

f) Redesign AMA Flight School with basic LMS

Create an AMA Flight School experience with new Learning Management System (LMS) Elements with easy access to varied training modules. Have IT and Creative departments, consider utilizing a WordPress Theme.



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1. First Quarter January – March

RACI MATRIX describes the various roles by staff and council to complete POW initiatives, and goals or objectives.

R ESPONSIBLE	Implements and completes task.
A CCOUNTABLE	Project Mgt. sets expectations, delegates reviews and signs off completed tasks.
C ONSULTED	Provides input, suggests, and expertise.
I NFORM	Kept updated on progress.

- d) Online portal for camping reservations
- c) Improve/promote life membership
- b) Campaign SRM altitude victories
- a) Launch Digital Membership Cards

STAFF DEPARTMENTS	Clubs		C	C	
	Communications	C	R	R	C
	Competition				C
	Creative	C	R	R	C
	Education				
	Finance/Accounting			C	C
	Foundation			C	
	Government Relations		A		
	Information Technology	R		C	R/A
	Membership	A	C	A	C
	Museum				C
	Partnerships			C	
	Publications		C	C	
	Retail			C	C
Tech/Safety					
EC & COMMITTEES	Advocacy Committee		I		
	Education Committee				
	Foundation Board			I	
	IT Committee	I			I
	Marketing and Membership Committee	I	I	I	
	Museum Committee				
	Safety Committee				



AMA's 2022 Program of Work (POW)

RACI MATRIX CHART #1

Identifies various roles of staff, committees, and council to complete the POW initiatives/tasks.

RACI Project Management:

► (R) Responsible:

Implements and completes the task.

► (A) Accountable:

Project manager. Sets expectations, delegates, reviews, and signs off on completed task.

► (C) Consulted:

Provides input, suggestions, and expertise.

► (I) Inform: Kept up-to date on progress.

Responsible: Implements and completes the task.
 Accountable: Project manager. Sets expectations, delegates, reviews, and signs off on completed task.
 Consulted: Provides input, suggestions, and expertise.
 Inform: Kept up-to date on progress.

		1Q22				2Q22						
		Launch AMA digital cards	Campaign: SRM altitude victories	Improve and promote Life membership	Online portal for camping reservations	CBO recognition process	Improve club search online	EAA chapter and AMA club Young Eagle Build	Campaign: Membership acquisition Free 3MT (possible IPP integration)	Restructure newsletters to AMA This Week	Campaign: Why your local group should charter with AMA	Scope Walk of Fame campaign
STAFF DEPARTMENTS	Clubs		C	C		C	C	C	C	C	A	
	Communications	C	R	R	C	C	C	C	R	A	R	
	Competition				C					C		
	Creative	C	R	R	C	C	C	C	R	R	R	R
	Education					C		C		C		
	Finance/Accounting			C	C				C			R
	Foundation			C			C			C		A
	Government Relations		A			R/A				C	C	
	Information Technology	R		C	R/A	C	R/A	C	C	R		C
	Membership	A	C	A	C	C	C	A	A	C	C	
	Museum				C					C		
	Partnerships			C				R	C	C		
	Publications		C	C					C	C	C	
	Retail			C	C				C	C		
Tech/Safety									C	C		
EC & COMMITTEES	Advocacy Committee		I			I						
	Education Committee							I				
	Foundation Board			I								I
	IT Committee	I			I		I			I		
	Marketing and Membership Committee	I	I	I				I	I	I	I	
	Museum Committee											
	Safety Committee					I					I	



AMA's 2022 Program of Work (POW)

RACI MATRIX CHART #2

Identifies various roles of staff, committees, and council to complete the POW initiatives/tasks.

RACI Project Management:

► **(R) Responsible:**

Implements and completes the task.

► **(A) Accountable:**

Project manager. Sets expectations, delegates, reviews, and signs off on completed task.

► **(C) Consulted:**

Provides input, suggestions, and expertise.

► **(I) Inform:** Kept up-to date on progress.

Responsible: Implements and completes the task.
 Accountable: Project manager. Sets expectations, delegates, reviews, and signs off on completed task.
 Consulted: Provides input, suggestions, and expertise.
 Inform: Kept up-to date on progress.

		3Q22				4Q22					Annual / Year Long		
		Assist and train club officers through email journey	Dynamic and personalized member content	Reboarding member journey	Launch club toolkit	Military recognition and honor	Launch online club charter renewal	Improve and expand flying site services	Remote ID FRIA application	Museum virtual tour	Redesign AMA Flight School with basic LMS	Campaign: KBYF FAA new campaigns (TBD)	Campaign: Retention Hearts and Minds
STAFF DEPARTMENTS	Clubs	A	C		A		A	A	C		C		C
	Communications	C	A	C	C	R	C		C		C	R	R
	Competition				C				C				
	Creative	C	R	C	R	R	C	R	C	R	C	R	R/A
	Education	C			C		C	C			A	C	
	Finance/Accounting				C		C					C	
	Foundation				C					C			
	Government Affairs				C				R/A			A	
	Information Technology	R	R	R	R	C	R	R	C	C	R		
	Membership			A	C	A		C					C
	Museum			C		C				A			C
	Partnerships			C	C			C				C	
	Publications		C		C							C	C
	Retail	C	C	C	C	R							
	Tech/Safety	C		C	C			C	C		C	C	
EC & COMMITTEES	Advocacy Committee								I			I	
	Education Committee	I									I		
	Foundation Board					I				I			
	IT Committee	I	I	I	I	I	I	I	I	I	I		
	Marketing and Membership Committee	I	I	I	I		I	I			I	I	I
	Museum Committee									I			
	Safety Committee	I		I	I						I		



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1. First Quarter January – March

- a) Launch AMA Digital Membership Cards.
- b) Campaign SRM altitude victories.
- c) Improve and promote Life membership
- d) Online portal for camping reservations.

2. Second Quarter April – June

- a) CBO Recognition.
- b) Improve club search engine.
- c) EAA chapter and AMA club Young Eagle Build.
- d) Campaign Membership acquisition
Free 3MT

3. Third Quarter July – September

- a) Assist & Train club officers through email journey.
- b) Dynamic personalized member content.
- c) Re-boarding member journey.
- d) Launch club toolkit.

4. Fourth Quarter October – December

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- b) Launch online club charter renewal.
- c) Improve and expand flying site services.
- d) Remote-ID FRIA application.
- e) Museum virtual tour.
- f) Redesign Flight School with basic LMS.

AMA

COMPLETED