

**ORGANIZATIONAL HEALTH**  
**Dept. of Texas Marine Corps League**



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Understanding what ails an organization can be a very tricky situation. We don't think about how an organization operates, especially if it's a non profit organization.

Often times the failure to set Smart goals can result in very devastating results, loss of members, no activities due to lack of funds, boring meetings and lack of recognition of individual efforts.

There are 5 Areas that should always be part of the leadership focus.

- Unit annual program
- Budget/Finances
- Unit Goals
- Membership Goals and drive
- Camaraderie/Volunteer assessment

The unit annual program should be the very first focus of the new elected staff and established before the first unit meeting.

**The Annual Program** should focus on the organizational activities, such as Community service, veterans Hospital Visits, membership drives, fund raisers. An annual calendar with specific timelines and months with program activities that are to be part of the goals of the unit. The program should be divided into quarterly accomplishments. 1st through the 4th quarter with what the organization plans to accomplish. A 12 month calendar should be used so that the whole year can be looked at.

**Budget and Finance**, is a must for the organization, an operating budget must be established in order to support all activities for the year. If there is not sufficient funds to pay for all functions and operational activities, then a fund raiser or two must be part of the program.

**Unit Goal's**, are established for the organization as well as goals for each elected officers as to what they plan on accomplishing each quarter throughout the year. The goals should be Specific, Measurable, Action Oriented, Realistic and Time Bound

**Specific:** stating what exactly you want to accomplish (Who, what, where Why)

**Measurable:** How will you measure and evaluate the goal to be accomplished

**Action oriented:** Achievable, Challenging goals with the ability to achieve.

**Realistic:** How does the goal tie in to the key responsibilities of each elected officer. How is it aligned to the Goals or objectives of the Unit

**Time Bound:** Establish 1 or more target dates to accomplish the goals, or by when to guide your goals to successful and timely completions. (Include deadlines, dates, and frequency)

**Membership goals and Drive:** The health of an organization is largely based on the organizational membership. Keeping members active, feeling appreciated for what they do, recruiting for new members and helping the unit grow.. This is a Jr. Vice Commandant's vision and passion. Goals are set by the Jr. Vice for the year keeping in mind the unit membership to help in this effort.

**Camaraderie:** Perhaps the one main reason members join is for the camaraderie and being part of a unique organization. Wearing the eagle Globe and Anchor is an honor that very few have achieved. So the common elements of being a Marine is by far a big reason for being part of the team. The Sr. Vice Commandant should be instrumental in scheduling after meeting activities to make the membership feel good about attending the meetings. (Food, drinks, a short movie, Marine Corps related as well as a smokeout outdoor)

### **Organizational and unit health assessment.**

An important part of keeping an eye on the unit is through assessment of their activities as well as the unit growth.

An organization should always be aware of their goals, organizational budget, membership drive efforts and meetings that have things that the members can walk away with.

There are 5 key offices that must always be aware and are always prepared to give a status report on their key responsibilities and accomplishments.

Every meeting should have an activity report on their accomplishments. A no report is not acceptable.

## **Expectations:**

**The Commandant**, should always be prepared to manage the meeting. The meeting guidelines are the process for which the commandant should set the meeting agenda.

The commandant should contact the detachment officers to prepare himself for the meeting. He/she should specifically become aware of what that officers has accomplished the last 30 days. Community projects, Veterans post visits, VA hospital visits, Recruiting office visits, senior citizen home visits to a local Marine, each officers should have a goal to accomplish one of these tasks. The Commandant should also have Committee Chairs that he communicates with as to the Committee Activity Status.

**Sr. Vice Commandant** should also be prepared to manage the meeting in case of the Commandants absence. He should do the things that the commandants does in preparation.

The Sr. Vice should also have the Detachment Activity Report ready for distribution and the Sr. Vice should report in the meeting, the detachment activities for the past month. The Sr. Vice should also have a awards (certificates) available to recognize any member or committee that has made an impact of the detachment.

**Jr. Vice Commandant** should report on the recruiting effort for the past month, Recruiting office visits, distribution of recruiting posters and locations, total members in the detachment to date, Life members, regular members and associates.

**The Paymaster** should report of all financial activities for the past month and should present a monthly financial report to the Commandant and the membership.

**The Adjutant**, should have the minutes of the previous month and presented to the Commandant and the Membership.

**The Judge Advocate** should have any updates on any bylaws that have been affected, National, State and detachment.

**The Sgt at Arms** should have the list of all visitors to the detachment and should ask the commandant permission for the visitors to stay in the meeting. The Sgt. at arms should also escort any new potential members in order for the membership to discuss the new members legibility to join the detachment.

**The chaplain** should be aware of any member in distress as well as any death of Marines in the area as well as members. A card of condolences should be mailed to the family of our member Marines that have passed away.

**Committee Chairs**, all committee chairs should be prepared to report the status of the committee and any needs required to date.

The Detachment commandant's primary responsibility is the health of the Detachment. As such the commandant should always be aware of the commitment of its officers and must always maintain contact with the officers during the 30 day cycle. The commandant with the help of the Sr. Vice should always discuss methods of fund raising and detachment activities.

The Sr. Vice should also coordinate any food and beverages to be arranged for the detachment Camaraderie after the meetings. Asking the members to bring an items of food or beverage to the next meeting and ensuring that the same person is not always asked. If the meeting is done in conjunction with a food establishment, then a guest should be introduced to the membership and a short spill on the what the guest represents is in order.

The Sr. Vice should be responsible for getting a special guest to the meeting. Ask the guest to arrive 45 minutes after the meeting is started. (Special Guest can be the State Commandant or any of the state officers as well as the district vice commandant) Any local city or county official, the Post Commander, a VA Hospital Representative just to name a few.

**Communications:** a newsletter sent via Email a couple of days before the meeting serves as two purposes, 1) to keep the membership informed, 2) to remind the membership of the up and coming meeting. Items of discussions at the meeting can alert the members to be prepared to discuss such any such items that need to be considered and for the best interest of the detachment. The Sr. and Jr. Vice should have the most updated roster of the membership and must ensure that email addresses are available for all members.

These are guidelines to ensure that then unit health is always an item of interest to all members of the detachment as well as the Department.