

FUNCTIONAL SUPPORT PLAN
FORT MONROE MWR MARKETING

January 29, 2004

GOAL 1: Focused on supporting concert series.

LONG TERM OBJECTIVE 1 A: Design new web pages in support of the 2004 Summer Concert Series by the end of February 2004.

LONG TERM OBJECTIVE 1 B: Coordinate and/or develop other marketing efforts in support of the 2004 Summer Concert Series.

SHORT TERM OBJECTIVES:

1. B. (1) Include 2004 Summer Concert Series information prominently in MWR E-zines.

1. B. (2) Coordinate accurate information with primary media partners.

1.B.(3) Coordinate with PAO for press release of accurate information.

1.B.(4) Coordinate with other media outlets for release of accurate information.

GOAL 2: Given limited dedicated staff investment in marketing, leverage alternatives to maximizing marketing support of MWR.

LONG TERM OBJECTIVE 2 A: Leverage technology in marketing support of MWR.

SHORT TERM OBJECTIVES:

2.A.(1) Continued support of desktop publishing, market research, questionnaires, etc.

2.B.(2) Develop the ability to conduct targeted surveys through the MWR E-zine or on the monroemwr.com web site.

2.B.(3) Provide timely and accurate posting of information to all web pages.

LONG TERM OBJECTIVE 2 B: Leverage training in marketing support of MWR.

SHORT TERM OBJECTIVES:

2.B.(1) Conduct monthly Program Planning Meetings (PPM). Focus on advance planning and coordination of marketing efforts.

2.B.(2) Review a 90 day calendar projection at each PPM.

2.B.(3) Brainstorm ideas for the 90+ day month at each PPM.

2.B.(4) Review selected AARs at each PPM

2.B.(5) Provide professional development opportunities for key employees in the fields of marketing, graphic design and web design.

- Provide training at the Annual Marketing and Sponsorship Conference for Maria Jackson.
- Provide Commercial Sponsorship training for Shae Inglin through VFEA.
- Provide training at the Annual Marketing and Sponsorship Conference for Shae Inglin.
- Provide Marketing Managers Course training for Shae Inglin through the MWR Academy.
- Provide training for Donald VanPatten through the NRPA Annual Congress.

LONG TERM OBJECTIVE 2 C: Leverage sustainment efforts in marketing support of MWR.

SHORT TERM OBJECTIVES:

2.C.(1) Complete the Leisure Needs Survey 2004. (Timing TBD when guidance is published)

2.C.(2) Improve the synergy between marketing, commercial sponsorship and advertising efforts.

2.C.(3) Develop sub-domains on the MWR web pages or other means for direct input by program managers.

2.C.(4) Coordinate the local implementation of CFSC developed and sponsored programs.

2.C.(5) Increase visibility of MWR programs/activities.

- Roll-out the MWR brand initiative. (Timing TBD based upon program guidance)

- Redesign monroemwr.com web pages to be consistent with MWR Brand guidance when received.
- Publish MWR E-zine weekly and maintain an updated subscription list.
- Develop marketing policies and procedures.
- Maintain high product quality of DCFA advertising.
- MWR Spring/Summer publication.
- Maintain active rotation and visibility of monroemwr.com banners.

GOAL 3: Support CAPRA requirement 3.3 - Include in MWR Marketing SOP written statement(s) regarding the role of public information, community relations, and marketing functions in the community.

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