



2023 MOWW National Convention

Membership Ad Hoc Committee Update
VCINC Lt Col David J. Worley

Naming Ad Hoc Committee Update
VCINC CAPT Deborah Dombeck



2023 MOWW National Convention

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Membership Ad Hoc Committee Update

“The role of the *Membership Ad Hoc Committee* is to determine the demand, necessity, and feasibility of changes to requirements for membership in the Order...”

“In the evaluation of this task, the *Membership Ad Hoc Committee* will consider, delineate and weigh the pros and cons of changes to the Order’s membership requirements.”



Membership Ad Hoc Committee Update

- Recommendations Regarding Enlisted Membership
- Recommendations To Resolve 75% Veterans Membership Requirement
- Options Addressing Hereditary Non-Veterans Membership
- Final Report To EXCOM (With Recommendations) NLT 15 Mar 2024



Membership Ad Hoc Committee Update

Methodology and Systematic Required Actions



Methodology and Systematic Required Actions

“ Quantify **broad categories and areas of information the committee needs to gather in support of
aforementioned objectives ...”**

- **All MOWW Companions and Chapters**
- **Outside Veterans Organizations**
- **Officers Inside and Outside of MOWW Under The Age of 50**
- **ROTC/JROTC Officers and NCOs**



Methodology and Systematic Required Actions

“ Quantify **broad categories** and areas of information the committee needs to gather in support of aforementioned objectives ...”

- **All MOWW Companions and Chapters (Bill Rapp, VCINC Marlon Ruiz, PCINC Dave Titus)**
- **Outside Veterans Organizations (John McConnel and VCINC Dave Worley)**
- **Officers Inside and Outside of MOWW Under The Age of 50 (Reedy Hopkins and Loren Weeks)**
- **ROTC/JROTC Officers and NCOs (John McConnel and VCINC Dave Worley)**

Advisor To The Committee Chair: PCINC Capt Deborah A. Kash



Methodology and Systematic Required Actions

“ Quantify broad categories and **areas of information the committee needs to gather in support of
aforementioned objectives ...”**

Ensure that comprehensiveness of data will enable to assess if potential changes will:

- **Result in an increase in veteran members;**
- **Result in the MOWW becoming more appealing;**
- **Attract younger members;**
- **Result in the loss of current Companions;**
- **Enhance involvement and retention;**
- **Result in the MOWW becoming more visible to the veteran community.**



Methodology and Systematic Required Actions

“ Determine **specific information and questions for which we want answers to, plus other relevant data the committee needs to compile, in support of identified broad categories and areas of information ...”**

“Conduct analyses through **interviews, surveys, and studies...”**

This is where we are at ... starting now



Membership Ad Hoc Committee Update

Next: Naming Ad Hoc Committee Update

VCINC CAPT Deborah A. Dombeck



2023 MOWW National Convention

NAMING Ad Hoc COMMITTEE Update



VCINC Deborah Dombeck



Naming AdHoc Committee Members

Deborah Dombeck, VCINC, CAPT, USCG (ret) CH.

Doug Fairfield, Col, USMC (ret), N. Virginia Chapter

Stephanie Keck, RDML, USN (ret) Hill Country Ch.

Marc King, LTC, USA (ret), General Meade Chapter

Deborah Okin, HPM, Virginia Piedmont Chapter

Evan Totten, LT, USN (fmr) Denver Chapter

Russell Vowinkel, CAPT, USN (ret) PCINC, MOWW



CINCs Intent for the Committee*

Determine if there is –

Demand for a Name Change

Necessity for a Name Change

Feasibility for Name Change for the Order

*Formed on 9 Feb 2023



OBJECTIVES for the Naming COMMITTEE

**To Assess how a name change might
affect the Order**



**To Consider, Delineate and Weigh the
pros and cons of a name change**



Naming Committee Concerns

Will Name Change.....

- 1. Increase veteran companions?**
- 2. Make the Order more appealing to eligible members?**
- 3. Attract younger companions?**
- 4. Reduce the loss of current companions?**
- 5. Enhance involvement & retention**
- 6. Make the Order more visible in communities and veteran community?**



Methodology & Systematic Required Actions

Interview, Survey and or Study

- **All MOWW Companions**
- **All Patriots of the Order**
- **Outside Veteran Organizations**
- **ROTC/JROTC Officers and NCOs**



Research Military Organizations which Changed Names

- **Why they decided to change their name?**
- **How has the new name affected the organization's recruiting & member sustainment?**
- **Has the new name attracted new members?**
- **Has the new name made the organization more visible in communities?**
- **How 'big of a lift' was name change?**
- **Other considerations associated with a name change?**



TIMELINE for Completion of Naming Ad Hoc Committee Work

- **AUG 3, 2023-** Brief General Staff- National Convention
- **Fall – Winter 2023-** Survey, Interview & Research
- **Feb 15, 2024-** Report to EXCOM
Recommendations of the committee
- **Aug 2024-** Final Report at National Convention



“For the Good of the Order”