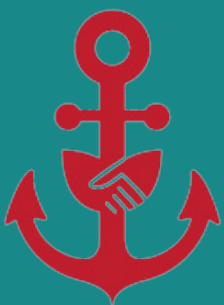




# ANSO STRATEGIC PLAN 2021



# ANSO

ASSOCIATION OF NAVAL SERVICES OFFICERS



# MESSAGE FROM THE PRESIDENT



This year marks the 40th anniversary of the Association of Naval Services Officers (ANSO), founded on February 12, 1981, by the Honorable Edward Hidalgo. He planted the seed of what has become the premier organization and acknowledged leader in recruiting, developing, and retaining Hispanics in the Sea Services (e.g., U.S. Coast Guard, U.S. Navy, U. S. Marine Corps, and U.S. Merchant Marines). We have made significant progress supporting our members to reach senior leadership positions in the last four decades. Still, our mission continues to be as relevant today as it was in our inception.

With that in mind, I am proud to deliver ANSO's Strategic Plan, which represents our members' shared vision for our organization over the next three years. Like every successful organization, we must adapt to our society's changes and trends. As an organization, we must evolve to efficiently support the Sea Services Chiefs' efforts in achieving a diversified workforce. This strategy reflects our evolution and demonstrates our commitment to meet the ever-changing needs of our brothers and sisters of the Sea Services.

The following Lines of Effort (LOE) align with the Sea Services' LOEs in support of Diversity, Equity, and Inclusion and outlines ANSO's highest strategic priorities to accomplish our mission.

**LOE 1:** Resources and Professional Development – Increase resources for our members

**LOE 2:** Recruitment and Membership – Grow ANSO

**LOE 3:** Outreach and Partnership Development – Increase external engagements

**LOE 4:** Awareness and Communication Efforts – Increase ANSO awareness and recognition

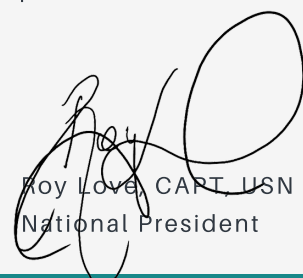
In fulfilling our organization's responsibility, ANSO must understand our strategic environment, adapt to the strategic challenges, and maintain a relevant organization that is always ready for the new realities of the world. This strategy is not intended to cover all ANSO's efforts but rather outline a three-year strategic plan to ensure the overall success of our longer-term goals. It also outlines the critical initiatives we must pursue to help our members reach senior leadership positions.

I am very proud of the Board of Directors and our members for their diligence and hard work developing this strategy. I am very excited about the prospects of the years ahead. Enthusiastic, positive, and proactive attitudes along with an updated Strategic Plan will help ensure ongoing organizational success.

Be proud of being an ANSO member and know that we will continue to provide invaluable service to our Nation.

¡Adelante con ANSO!

  
Rolando Machado, LCDR, USN  
National Vice President

  
Roy Love, CAPT USN (Ret)  
National President

# MISSION

To assist the Sea Service Chiefs' efforts in Hispanic workforce recruitment and retention by:

- fostering the personal growth and professional development of officers, enlisted, and civilian personnel;
- providing mentorship, networking, training, and educational opportunities; and
- engaging the Hispanic community through outreach initiatives.

# VISION

To serve as the acknowledged leader in recruiting, developing, and retaining Hispanics in the Sea Services.

# CORE VALUES

## Leadership

We are leaders. We are committed to leading and mentoring our Officers, Enlisted, Civilians, and Youth – individually and collectively. We add value and maintain relevance to our Sea Services and community by enhancing integrity, respect, and moral courage throughout our members and those we lead.

## Excellence

We are committed to excellence. We strive for continuous improvement and seek to be a change agent for innovations to improve the readiness of the Sea Services through the recruitment, retention, and professional development of Hispanics. We hold ourselves and our members accountable for our actions and results.

## Dedication

Dedication is our foundation. We fervently strive to facilitate and achieve greater purpose and meaning for Hispanics in service to our nation, to members of the Sea Services, and to the Hispanic community. We stay the course, and seek to be a long-term, sustaining, and relevant influence for our Services and

## ANSO LINES OF EFFORT

The Hispanic population in our Nation continues to grow. Projections show that Hispanics and other racial minorities will be the country's main demographic engine of population change in future years. Accordingly, as our Nation's workforce continues to evolve, the Sea Services will continue to follow suit. In fulfilling our organization's responsibility, ANSO must understand our strategic environment, adapt and maintain a relevant organization that is ready for the new landscape.

Our four Lines of Effort identify the most critical focus areas for ANSO over the next three years. Each LOE has multiple underlying objectives with specific initiatives, milestones, and metrics that will support the execution of this transformation and have the greatest impact on our ability to serve the Sea Services and our Nation.

### **LOE 1: Resources and Professional Development**

Increase resources for our members

### **LOE 2: Recruitment and Membership**

Grow ANSO

### **LOE 3: Outreach and Partnership Development**

Increase external engagements

### **LOE 4: Awareness and Communication Efforts**

Increase ANSO awareness and recognition



## LOE 1: Resources and Professional Development

We will provide our members enhanced Leadership Training, Mentoring, and career management opportunities, as well as identify and provide learning opportunities through partnerships and sponsorships.

**Objective 2.1** Publish a National Professional Development Seminar Schedule

**Objective 2.2** Create a Digital, Self Service Mentorship Database for Mentee/Mentor Connections

**Objective 2.3** Establish a Mentorship Training Program

**Objective 2.4** Identify, Assign and Advertise Senior Mentors by Region



## LOE 2: Recruitment and Membership

We will increase our internal membership, and support the Service's outreach and recruiting programs to increase the number of Latinos/Hispanics in service, especially in retaining our top talent to see them reach the highest ranks and positions possible.

**Objective 2.1** Strengthen Outreach to Hispanic Communities

**Objective 2.2** Promote and Educate Benefits of Being an Active Member

**Objective 2.3** Establish Relationships with the Sea Services Diversity, Equity and Inclusion Offices

**Objective 2.4** Establish Relationships and Recruitment Plans with Minority Serving Institutions and Recruiting Offices



## LOE 3: Outreach and Partnership Development

We will work with outside organizations, like Latina Style, HVLA, HISPA, Hispanic Star, HACR, and others to increase our external engagement, to offer our members increased visibility, and give them opportunities to engage outside in support of underrepresented Hispanic communities.

**Objective 3.1** Strengthen Sea Service Partnerships to Provide Greater Exposure

**Objective 3.2** Strengthen Outreach to Hispanic Communities

**Objective 3.3** Engage with Younger Students to Encourage STEM Education and allow Sea Service Officers to serve as Visible Role Models

**Objective 3.4** Develop Memorandums of Understanding/Agreement and assign liaisons to our Board of Advisors with affinity groups with mutually-supportive missions.





## LOE 4: Awareness and Communication Efforts

We will aim to increase awareness of our name and brand, while working to become a premier Hispanic Resource group in the United States Sea Services. We will ensure we are fully engaged with our members and all the Sea Services Leadership, to provide the highest value to our members and the highest level of support to our Services.

**Objective 4.1** Publish the Annual Strategic Communication Plan

**Objective 4.2** Establish an active Public Affairs Posture

**Objective 4.3** Reestablish the ANSO National Newsletter (La Ola)

**Objective 4.4** Establish a "Focus on our Members" Social Media Campaign

**Objective 4.5** Distribute Standardized National ANSO talking points



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LEADERSHIP EXCELLENCE DEDICATION



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