

Coppell Amateur Radio Enthusiasts

Strategic Plan

2018 – 2020

www.coppellhams.org



Coppell
Amateur
Radio
Enthusiasts

Our vision	We envision a community active in amateur radio and engaged, educated, and prepared to provide communications during emergencies and in times of need.
Our mission	Our mission is to promote, support, and lead amateur radio activities in a manner that exemplifies the courteous, helpful, and supportive nature of amateur radio operators, build fellowship within our membership to promote knowledge sharing and Elmering among the amateur radio community, and serve the needs of communities in and near the Coppell area.
Who we serve	We work to serve the Coppell, Texas and surrounding communities.
Our programs and services	<p>We plan to accomplish our mission through:</p> <ul style="list-style-type: none"> • Education opportunities for current and upcoming amateur radio operators; • Civic and charitable organization engagement to provide communications during emergencies and other times of need • Promoting the development of new technology and scientific discovering through amateur radio
Our goals: 2018 – 2020	<ol style="list-style-type: none"> 1. Grow a membership of knowledgeable Coppell-area amateur radio operators 2. Build bridges with key institutions (local government, charitable organizations, etc.) to seek partnership and collaboration 3. Organize and deliver educational opportunities for students in Coppell-area grade schools to learn about amateur radio and promote participation in Science, Technology, Engineering, and Math (STEM) 4. Organize and deliver educational opportunities for licensed amateur radio operators to develop and improve their skills

Background and context

The Coppell community was previously served by unincorporated groups such as Coppell Amateur Radio Club and Coppell Amateur Communication Club. As time as passed, these groups have disbanded.

We hope to build upon these past efforts and reestablish an amateur radio group in Coppell that can be called upon in times of need to provide communications, help educate upcoming and new hams in the amateur radio art, and promote a collaborative environment wherein amateur radio operators share their knowledge and expertise with others.

Our organizational plans are to:

- ***Provide education and training to new and current amateur radio operators.*** Our tentative educational offerings will cover topics including earning your Technician amateur radio license, hands-on assistance with programming handheld amateur radios, and discussion on using internet technologies like EchoLink and AllStar Link to communicate globally.
- ***Build the capacity of amateur radio operators so they can operate at their best in times of need.*** Options including the ARRL's National Traffic System and software like Winlink Express enable amateur radio operators to move messages quickly and efficiently during times of need, and we plan to include such topics when providing education and training to area operators.
- ***Aid local governments and charitable organizations.*** Local events such as the Celebrate Coppell Parade Down Parkway and the Coppell 5k Run benefitting Coppell Special Olympics may benefit from communications provided by amateur radio operators, and we will be reaching out to area organizations to determine where and how we can assist.
- ***Work to ensure amateur radio operators participate in ways that uphold the amateur radio community's well-known courteous, helpful, and supportive nature.*** Members looking to participate in area events are required to adhere to a Membership Code of Conduct and promote the positive reputation amateur radio holds within our communities.

Our goals: 2018 – 2020

Goal 1: Grow a membership of knowledgeable Coppell-area amateur radio operators

We are only as strong as our members, both in knowledge and in number. We are uniquely positioned to play a role as a valued resource in the community providing a team of knowledgeable amateur radio operators in times of need.

Strategies

- a. Perform public outreach through mass mailings, meetings, and promotion on area amateur radio nets.

- b. Collect surveys and other feedback to help drive our direction as we work to develop educational opportunities and hands-on activities.

Goal 2: Build bridges with key institutions (local government, charitable organizations, etc.) to seek partnership and collaboration

In order to provide effective communications, it is imperative we reach out to our area government officials and leaders to charitable organizations to understand communications needs, expectations when we provide communication assistance, and determine how we can partner to improve communications during emergencies and events.

Strategies

- a. Meet with civic leaders to determine what communications options we would need when all other modes of communication fail.
- b. Meet with representatives of area charitable organizations to understand their communications needs during area events and understand how amateur radio operators can assist.
- c. Develop plans that accounts for our community's needs and provide training to area amateur radio operators to build up skills to be able to effectively respond when called upon.

Goal 3: Organize and deliver educational opportunities for students in Coppell-area grade schools to learn about amateur radio and promote participation in Science, Technology, Engineering, and Math (STEM)

High quality STEM experiences help students increase scientific understanding, develop critical thinking skills, and drive future innovation. Amateur radio provides an avenue towards scientific discovery and growth.

Strategies

- a. Meet with representatives from area schools to discuss if and how we could help promote amateur radio and, by extension, STEM.
- b. Develop plans on how to educate students based on discussion with school representatives.

Goal 4: Organize and deliver educational opportunities for licensed amateur radio operators to develop and improve their skills

We recognize that after many new amateur radio operators earn their technician licenses, there are not many avenues for learning more about our art. We seek to create an environment of learning and exploration that promotes Elmering and collaboration amongst amateur radio operators.

Strategies

- a. Develop an educational program with educational materials to be presented at monthly membership meetings.
- b. Set up and moderate a Facebook discussion group for Coppell-area hams to ask questions and share knowledge.

About Coppell Amateur Radio Enthusiasts' strategic planning process

Our 2018-2020 strategic planning process began prior to the organization's formation and included the initial board of directors. The process included reviewing current and past amateur radio groups in the Coppell and surrounding areas, the needs of area government agencies and the general public for communications options during times of emergency, opportunities to engage area charitable agencies to provide amateur radio communication services during their events, and opportunities to engage the public to educate about and explore the facets of amateur radio. The process also included gathering information from area amateur radio operators through a variety of resources to help provide important insight into our future direction.

Initial board of directors

Darryl Briggs
KG5MDS

Korky Kathman
KG5NNA

Aaron Hulett
K8AMH

Jonathan Sheets
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