

REGIONAL TASK FORCE

The Sea Service Leadership Association (SSLA) was originally incorporated in 1978 as the Women Officers' Professional Association (WOPA). In 1987, WOPA began its first Professional Development Symposium, now known as the Joint Women's Leadership Symposium (JWLS). To promote membership among the enlisted ranks and all those who support its mission, WOPA legally changed its name to the Sea Services Leadership Association (SSLA) in 2005. SSLA is currently the only organization in the United States dedicated to providing professional development through networking, education, and mentorship of women from all three maritime armed forces – the United States Navy, Marine Corps, and Coast Guard. SSLA is a national, non-political organization. We value our partnerships with the Coast Guard's Gender Policy Advisors and the Navy's Women's Policy Office to bring our members the most up to date news, information, and networking opportunities throughout the Services. We are also partnered with the United States Marine Corps' Office of Equal Opportunity and the National Oceanic and Atmospheric Administration Women's Association (NOAAWA) to ensure we are truly reaching the entirety of our sister sea services.

The SSLA is establishing Regional Task Forces around the country to promote the professional development and camaraderie of local membership and increase the visibility of SSLA as the premier organization for women in the military. The key to the success of any organization is providing programs that truly meet the interests of its membership. SSLA's premier program is the yearly Joint Women's Leadership Symposium (JWLS). The Regional Tasks Forces would serve two purposes: (1) To take the information, positive energy, and enthusiasm from JWLS back to the local membership who were unable to attend; and (2) To sponsor and support programs throughout the year that meet the interests and professional development needs of the local membership.

The following guidelines are provided to help each Regional Task Force in this endeavor. Although each region is unique, an appropriate mix of social events and professional development programs is a necessary element for retention and growth. Some suggestions are:

- Monthly/Quarterly professional speaker program (breakfasts, luncheons, etc.)
- Annual professional development program tailored to meet the needs of the region.
- Annual social event (cocktail party, sailing regatta, golf tournament, etc.)

Developing and executing a successful professional development program is not a simple undertaking. SSLA supports Regional Task Forces as noted below and encourages Regional Task Forces to take advantage of other organizations and commands in the area to act as "co-sponsors" for many of these events.

Financial Assistance

To assist the Regional Task Force financially in the execution of professional development programs, SSLA will reimburse up to \$100 per quarter for activities, without prior SSLA Board of Directors approval. Requests for funds in excess of this amount can be brought to the SSLA Board of Directors for consideration. Regional Task Forces may conduct fundraising events or solicit businesses and individuals for donations; however, SSLA and associated Regional Task Forces are

NOT 501c(3) organizations and therefore donations are NOT a tax-exempt for the donors. SSLA and associated Regional Task Forces are 501c(6) entities, making us tax-exempt for federal taxes, but does not provide tax exemption to donors.

Ensure that currently serving uniformed members are not soliciting donations as part of their parent service and are not violating any service or federal rules or regulations. If you have any questions, contact the Vice President of Administration or the Treasurer.

Publicity

An active public relations program is important at the regional level. Local and on-base publications and other means of advertising your activities within your region should be used to ensure maximum participation. Mail announcements for your activities to Commanding Officers and Command Master Chiefs of all the local commands when appropriate. Additionally, seek a sponsoring command in the area who will announce your event via official Service message. SSLA Service Representatives may be of assistance with this.

Additionally, contact the SSLA Task Force liaison at sslataskforce@gmail.com to ensure your activities are advertised and reported on the SSLA website and SSLA social media platforms and is posted on the “Calendar of Events” link on the SSLA website.

The SSLA Board of Directors can also send emails regarding upcoming events to chapter members using our group email program. Email text for distribution to the Task Force liaison. Emails will be sent within one (1) week of receipt. Information can be posted on a Regional Task Force webpage and the link can be included in the email.

Social Media

The SSLA Board of Directors will add and maintain one webpage for each Regional Task Force on the SSLA website. Regional Task Forces need to email updated event information to the Task Force liaison. Using social media to advertise local events can elicit support for the respective task forces. All Task Forces are authorized to start a social media presence using Facebook. However, the use of the SSLA logo is required in the profile and page rules must match the SSLA main Facebook page. Contact the Task Force liaison if your Task Force is interested in starting a page to ensure proper naming convention of the page and general posting guidelines Contact the Task Force liaison at sslataskforce@gmail.com to have a Regional Task Force webpage added to the SSLA website.

If Regional Task Forces would like more than one page on the SSLA website, the Task Forces will be responsible for creating and maintaining the site. If a Task Force is interested in setting up their own site, they should contact the Task Force liaison prior to setting up the site. The Task Forces will need to provide the name of the individual identified as the initial local webmaster. The first page will then be established within one week and a unique password provided for the local webmaster to gain access. National will not post information to the site but will provide a link from the national website. Material posted should be related to the Task Forces and at a minimum should contain:

- A list of the current Task Force leadership with contact information,
- Upcoming events information, and
- A review, with pictures if possible, of recent events.

Content posted by Regional Task Forces will be reviewed periodically by the SSLA Board of Directors to ensure that it adheres to guidelines and does not contain content unsuitable for hosting on the association's website.

Task Forces Relations Website Page

The SSLA Task Force liaison will maintain a Task Force Relations website page on which task Forces are encouraged to comment such as lessons learned, membership drive suggestions, etc. The Task Force liaison will also post announcements and forms on this page. This page is intended for use by Regional Task Force leadership only.

Continuance Provisions

All Regional Task Forces will be reviewed at least annually and amended as required. The Task Force can be discontinued at any time by a resolution of the SSLA Board for various reasons including, but not limited to, lack of Task Force leadership, failure to meet primary objectives, misconduct, or base/station closure.