

NOTES FROM THE FEDERATION PRESIDENTS MEETING

AUGUST 10-12, 2021

PREPARED BY TERRY A. ZITEK

NATIONAL PRESIDENT KEN THOMAS

- NARFE is now using the NEWSLINE to provide NARFE members with a weekly update.
- LEGcon21 was a great success.
- NARFE's current legislative priorities are:
 - Pay raise for working Feds
 - USPS reform
 - COLAs for FERS equal to CSRS
 - Repeal or reform of WEP/GPO and
 - Civil Service Reforms.
- The Federal Benefits Institute is evolving, and the introduction of new technology will allow it to reach even more Feds.

NATIONAL SECRETARY-TREASURER KATHRYN HENSLEY

- The latest audit of NARFE's finances revealed no irregularities.
- NARFE ended "in the black" in 2020, and NARFE is doing well financially in 2021.
- There are still problems with AMS.
- A problem which is still unresolved: membership losses.
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- The NAT S/T still expects federations and chapters to update their bylaws.

EXECUTIVE DIRECTOR BARBARA SIDO

- The best message to recruit new members: "NARFE is the only advocacy organization which represents ALL Feds."—Sido Slides at #3.
- The two pillars of the NARFE brand are: (1) Benefits experts; and (2) Advocacy experts—see Sido Slides at #4.
- Internally, NARFE HQ is realigning its workforce—see Sido Slides at #5-6.
- The Hill publication ranks NARFE as one of the most effective advocates.
- To improve communications with members and prospects, NARFE is doing more in media relations.
- Increasing non-dues revenue is critical when membership is declining.
- During the COVID-19 pandemic, NARFE HQ has reworked the website and magazine—see Sido Slides at #8-10.
- Membership Strategy—see Sido Slides at #8:
 - Enhance digital marketing strategies

- Provide a path for prospects to experience NARFE, a path which leads to membership
- Improve communication with prospects (e.g., through Newsline)
- Target current Feds by offering better, more relevant content
- Use of data and metrics
- Address first-year retention and overall retention rates, and
- Provide better tools and support for field recruiting at the local level.

JOHANN DE CASTRO Vice-President for finance and administration

- AMS is not operating well.
- The old membership records (OAM) will disappear.
- NOTE: TAZ asked that the M-112 Activity Report be extended to cover “national only” members in the federations.

DAVE BOWMAN—MEMBERSHIP STRATEGY AND INITIATIVES

- Membership Strategy—see Barbara Sido’s remarks above and Bowman Slides at #2.
- National Recruitment/Lead Generation and Acquisition—see Bowman Slides at #3-4.
- National Recruitment: Organizational Relationships—see Bowman Slides at #5.
- Renewal/Retention: Member Engagement—see Bowman Slides at #6.
- Local Recruitment/Retention Resources and Ideas—see Bowman Slides at #7-9.
- Helping to Promote NARFE Chapters—see Bowman Slides at #10.
- Federation/Chapter Spotlight—see Bowman Slides at #11-12.
- Active Employee Member Survey—see Bowman Slides at #13-14.
- Coming Soon: FEDhub!—see Bowman Slides at #15.

JESSICA KLEMENT LEGISLATIVE UPDATE

- Legislative Priorities are as follows:
 - Postal Reform: bills H.R. 3076/S. 1720—see Klement Slides at #5-6
 - WEP/GPO Repeal or Reform: bills H.R. 82/S. 1302 (repeal) and H.R. 2337 (reform)—see Klement Slides at #7
 - COLA Fairness: bill H.R. 4315 to use CPI-E—see Klement Slides at #8 and
 - Equal COLA: bill H.R. 304 which provides that the FERS COLA would match the CSRS COLA—see Klement Slides at #8.
- Executive Branch Relations: The President’s Position (NOTE: this was fully covered in my 2021 District Report at slide #36)—see Klement Slides #9-13.
- NARFE advocacy leader (CDLs and SLs) surveys—see Klement Slides #14-18.
- LEGcon21 recap—see Klement Slides #19-22.
- Grassroots Advocacy Month update—see Klement Slides at #23-27.

- **NARFE-PAC Update (national analysis only) and plea for contributions (NOTE: I fully covered NARFE-PAC for the 2019-2020 cycle as it pertained to Florida in my District Report at slides 24-31)—see Klement Slides at #28-33.**

DAVE BOWMAN FEDhub; THE NARFE ONLINE MEMBER COMMUNITY

- **Think Facebook/Linkedin/Redditt branded to NARFE—see Bowman Slides at #2.**
- **The Goals are—see Bowman Slides #3-5:**
 - **Member engagement**
 - **Attract prospective members and**
 - **Generate non-dues revenue (ads!).**
- **The Product Features are—see Bowman Slides at #6-7:**
 - **Live chats**
 - **Idea boards**
 - **Polls and surveys**
 - **Event promotion**
 - **Mobile-responsive site and app to connect from anywhere**
 - **Libraries with content**
 - **Integration/automatic syncing with AMS**
 - **Integration for content distribution on social networks and**
 - **Analytics to capture relevant data.**
- **Only NARFE members will have access to all features.**
- **Non-members will have viewing access, but no input.**
- **There will be dedicated communities, such as federations, chapters, officers, etc.**
- **How it Works—see Bowman Slides at #8-10.**
- **Status of project: it will be introduced soon.**

MARTHA RAUP CONFIGURATION ADVISORY BOARD OVERVIEW AND UPDATE

- **The origins and purpose of CAB—see Raup Slides at #1**
- **The activities of CAB—see Raup Slides at #2**
- **The methods and tools of CAB—see Raup Slides at #3-4**
- **A recommendation CAB: Stop using OAM!—see Raup Slides at #5**
- **CAB contact information—see Raup Slides at #5-6**
- **Note: NARFE Florida member William Leatham is a member of CAB, representing Region 3!!**