

Section 9

Flagship Successes

Effective communication between the Navy and Flagship Partners enhances perceptions of community relations. This means that all involved partners should be aware of and sensitive to the appropriate communication channels.

When communicating with Flagship Partners and the community at large, commands should take into account the local issues that may help or hinder partnership efforts. This may include local history, values and traditions. Opinions of local leaders should be considered, including veterans' groups, retirees, and reserve units.

The recipients of Navy Community Service Program (NCSP) communications include Navy personnel at all levels of the chain of command and other local commands. Additional target audiences include other military services, businesses, labor, foundations, colleges and universities, religious organizations, media groups, community organizations, health care centers, and Government agencies.

Effective communication is vital to increase overall awareness of the NCSP's purpose, goals, objectives and results. Once people are aware of Flagship Partnership efforts, support is likely to be obtained in the form of assistance and increased participation. Effective communication can also be used to recruit technical assistance, share lessons learned, report results of program activities, and recognize individuals, organizations, and exemplary programs. The Exemplary Program Form (Figure 9-1) should be prepared by the Command Coordinator and returned to the Area Coordinator. This form provides the Area Coordinator with information regarding the impact of the program on the community. This form should be attached to other community service program material which might be applicable for presentation at a conference or event.

Success Stories and Lessons Learned

By celebrating and communicating individual, group, and organization accomplishments, commands and Flagship Partners can publicly recognize successful partnership projects and activities, which in turn will:

- Provide youth and the community with positive role models;

- Recruit ongoing commitment to participation in Navy community service partnerships;
- Improve the self-image of participants.

Command Coordinators should periodically disseminate information about successful experiences. Lessons learned should be communicated up the chain of command/(chain of assistance) and to other regions throughout the Navy, as appropriate, to share innovative ideas that work, or even to spare a command the frustrations of obstacles the command may have encountered.

The "Community Service News," produced by Naval Personnel Command (NPC) may also be used to communicate successful experiences. Stories may be submitted with color or black-and-white photos with caption information identifying who, what, where, when, and why. For additional information, call NPC at (901) 874-, DSN 882-4270, or fax (901) 874-2698 or DSN 882-2698.

Media Coverage

The Command Coordinator should coordinate with the Public Affairs Office to develop an action plan for volunteers to follow. This plan should identify strategies for the Command Coordinator to:

- Establish a level of interest within the Flagship Partnership that would prompt media coverage.
- Identify the "who, what, where, when, why, and how" information for press releases and briefings.
- Obtain the Commanding Officer's approval to publicize Flagship Partnership efforts.
- Address crises and communicate the facts.

The Public Affairs Office has overall responsibility for releasing information, including press releases, for the command.

Figure 9-1

Exemplary Program Form for the Navy Community Service Program

EXEMPLARY PROGRAM FORM FOR THE NAVY COMMUNITY SERVICE PROGRAM

Command: _____

Command Address: _____

Point of Contact: _____ Phone: _____

Please provide the information requested below to describe any exemplary community service activity that you feel is successful and you would recommend for use to other community service coordinators:

Activity: _____

Objective(s): _____

Participants: _____

Number of Navy Volunteers Participating: _____

Activity Implementation (how it works): _____

Accomplishments: _____

Recommendations (ways to avoid certain pitfalls, disseminate results, reward and recognize participants, etc.): _____

Please attach any materials regarding this exemplary activity such as evaluation data, news articles, photographs, or recognition forms and return to the Area Coordinator.