

# Clubs: Engaging Interest

Target Audience: Total Force and Local Community

**Purpose**

To increase commitment, loyalty, and trust by creating an environment that supports everyone's values. Additionally promote a culture of camaraderie, teamwork, and leadership at all levels.

**Description**

Everyone has a particular hobby or interest that either he or she is committed to, enjoy, or take part in every opportunity they can. There are times in one's life where he or she doesn't make time for this hobby, environments aren't created for its success, or some of these hobbies requires partners or teams. Other situations exist when a person or family relocates and aren't able to connect with individuals with like interest. Well, Seymour Johnson Air Force Base have cracked the code on this. They enacted the program: Make it Better. In it is a unique way to enjoy the things you love, the "Club" initiative.

**Employ**

- Find three hard charging leaders with the skillsets of motivating, organizing, and leading teams. These individuals will help to manage the clubs. (\*eye wink\*-three hours of work per month). These leaders will be referred to as Club Coordinators.
- Create an avenue where individuals can see active clubs or if anyone wants to start a club.
- SIMPLE: Ask, "What are your interest or hobby?"
- Club Coordinators will need to have in place a way to compile names and structure each respective club.
- Once there is an interest in any particular hobby, ie (gaming, roller derby, crossfit, etc) ask individual if he or she would like to be the POC/lead that specific club. If answer is no, it will be rectified in later parts of the employment phase.
- If there are any interest in a club, provide contact info to Club Coordinator so that they can place the names in the grouping of individuals with like interest so they can meet. For a club to be fully active, there must be a Club POC to funnel information.
- Club Coordinator should hold a quarterly meeting with club POCs to ensure no issues, discuss mandatory topics in leading, core values, and ethical dilemmas that may arise.
- Publicize events that respective clubs holds either through social media or base approved channels.
- Network with local community where similar clubs exists.
- Promote a positive Air Force culture and image in each of the clubs 24/7.
- Existing Base with Clubs in place: Seymour Johnson AFB (POC: Communcity Support Coordinator)



\*Photos courtesy of SJAFB