



Fort George G. Meade
Community Relations, Public Affairs Office



2012 MG Keith L. Ware Public Affairs Competition – Community Relations Category A: Individual Achievement

Fort Meade Community Relations



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Name of Program & Context

Fort Meade Public Affairs – Community Relations

During the past year, the Fort Meade Community Relations Office worked to strengthen relationships with more than 20 community partners, implement two new programs, conduct more than 160 outreach events and organize two large-scale events involving local and regional community representatives as well as senior Department of Defense leadership.

The events, programs and activities of the Fort Meade Public Affairs Office’s Community Relations branch have served to further strengthen the bond between the Fort Meade Military Community and the Fort Meade Region. Fort Meade’s Community Relations Program has also served as a leading example for other installations and has helped to further establish Fort Meade as Maryland’s most influential military installation.



Research

Fort Meade’s Community Relations Program began 2011 with a refined Community Relations Plan. The plan outlined key target audiences, goals for the program, key messages and tactics all geared toward achieving the overarching goal of connecting the American People to the American Service Member.

Plans were created for various opportunities and programs that warranted community relations support. Many programs and initiatives not only involved inter-DoD coordination, but they involved significant community participation as well as inter-government coordination. The significant programs and events are listed below:

- Fort Meade Community Covenant Council – Program
- KaBOOM! Playground Build – Event
- Fort Meade Community Covenant Signing Ceremony – Event
- University of Maryland Terps for Troops – Program
- Service Member Recognition Opportunities – Program
- Installation Tours – Program
- Speakers Bureau – Program
- Directorate of Emergency Services Trading Cards – Initiative

Each program, event or initiative aided in solidifying Fort Meade’s relationship with the community.



Planning

Planning was specific to each initiative but they all involved command awareness, partner unit coordination and working with various community partners. The overall community relations plan was developed based on Public Affairs Regulation – DA 360-1 and the IMCOM Campaign Plan.

U.S. Army Garrison Fort George G. Meade Community Relations & Outreach – Strategic Plan

GOAL: Ensure service members, families and civilians have the support of the local communities and the American people.

OBJECTIVES:

- Foster and sustain effective state and local support to improve the quality of life for service members, families and civilians.
- Promote community understanding of the installation mission and the Army way of life while enhancing community support and awareness.
- Utilize current Army programs and services as well as internal and external committees, working groups, events, etc., to encourage mutual understanding, appreciation and support.

STRATEGIES:

- Keep the internal and external communities informed, interested and invested in the installation.
- Develop dynamic partnerships and relationships to encourage mutual understanding, appreciation and support.
- Use standard themes and messages in order to speak with one voice and enable community partners to become ambassadors on behalf of the installation and its personnel.
- Use participation and attendance at internal and external events to showcase the installation, its tenant units and its personnel.
- Incorporate social and traditional media to promote and encourage participation in key events, programs, etc., with the community.



TACTICS:

- Installation Tours
- Community Covenant Establishment
- Civilian Advisory Boards and Councils
- Community Organizations
- Community Relationships
- Community Events e-mail /mailing lists
- Quarterly Congressional Staffer Visits

KEY THEMES:

- Support: Support for service members, civilians and their families.
- Sustainability: Ensure current and future success through the management of resources.
- Shared Resources: We live here too and must protect those resources shared by the internal and external communities.
- Enable Missions: Enable critical national security missions.
- Facilities & Infrastructure: Provide the facilities and infrastructure necessary for a safe, secure environment.

KEY MESSAGES: (general)

- Supporting service members, civilians and their families is and will always be our highest priority.
- At Fort Meade we operate with a sustainability mindset in order to effectively manage resources to ensure we can perform today's and tomorrow's missions.
- As the largest employer in the state of Maryland, it is our duty to ensure that we have an open flow of information and that we include our internal and external communities in the process. WE value our local community, not only for their support, but because we live here too.



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- Our installation has a great imprint on the local community and the state of Maryland. We understand this impact and appreciate the support from the state and local communities. We are dedicated to maintaining an informed, interested and invested community.
- Fort Meade enables our tenant units to conduct critical national security missions by providing the facilities and infrastructure necessary to work and live in a safe, secure environment.

KEY AUDIENCES:

External –

- Local Community (regional)
- Community Influencers
- Veterans
- Elected Officials
- Business Community
- Media

Internal –

- Retirees
- DOD / Military Leadership
- Military & Civilian Workforce
- Family Members

The specific details of the overall strategic plan were adapted to fit the needs of the installation and the community, but the core objectives were achieved.



Implementation

Key implementation tactics are outlined below:

- Fort Meade Community Covenant Council – Program

The Fort Meade Community Covenant Council was spearheaded by the Fort Meade Public Affairs Office in order to bring together various community partners all with a shared interest in supporting the Fort Meade Military Community. The purpose of the council is to share resources and jointly address the needs of the overall region, specifically the Fort Meade Military Community.

- KaBOOM! Playground Build – Event

The KaBOOM! Playground Build was a one-day event, with weeks of planning, that brought more than 300 volunteers onto Fort Meade to build a playground for military children to use for years to come. It involved extensive planning with the community and the installation in order to accept the gift and host the event.

- Fort Meade Community Covenant Signing Ceremony – Event

In order to officially establish the Fort Meade Community Covenant Council, Fort Meade Public Affairs worked with the council and the USO of Metropolitan Washington to plan and conduct the official signing ceremony in conjunction with the USO Metro Veterans Day event.

- University of Maryland Terps for Troops – Program

As Maryland's largest employer, Fort Meade worked with Maryland's largest university to establish a service member recognition program. Beginning initially with the home conference games for the men's basketball 2011 season and then moving to three home football games, the program aims to honor four service members from Fort Meade at each game in front of thousands of fans. The program was so successful that it has been expanded to include all home games for the 2011-2012 men's basketball season.

- Service Member Recognition Opportunities – Program

Fort Meade Public Affairs has worked with several Maryland sporting organizations to include the University of Maryland, Towson University, the Bowie Baysox and the Baltimore Ravens to plan and coordinate for service member recognition opportunities throughout their seasons involving service members from Fort Meade and its partner units.



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- Installation Tours – Program

Fort Meade Public Affairs regularly conducts installation tours for interested community organizations with an interest in gaining a better understanding of Fort Meade and its partner units.

- Speakers Bureau – Program

Fort Meade Public Affairs has established itself as a liaison for the community and the partner units to identify relevant subject matter experts for speaking events. The public affairs office identified a network of partner PAOs and routinely reaches out to the partner units to identify speakers and ensure the entire Fort Meade Military Community is well represented within the region.

- Directorate of Emergency Services Trading Cards – Initiative

Focusing on new and innovate techniques to reach internal and external audiences, the Fort Meade Public Affairs Office created trading cards for various sections of the Directorate of Emergency Services. Monopolizing on the publicity of National Night Out and its important crime deterrent messages, the trading cards were used to share important safety information as well as unique personable facts about each section, serving to familiarize the community with this important element of the garrison.

- Quarterly Congressional Staffer Visits – Program

Quarterly, Fort Meade hosts a Congressional Staffer briefing and activity for staffers from Maryland’s delegation. As a way to maintain a good working relationship and update staffers on current projects, initiatives and issues at Fort Meade, the Public Affairs Office coordinates to provide a briefing along with either a tour or interactive-experience. These quarterly briefings have helped to maintain a good working relationship with our local delegation and ensure that our community remains informed.

Evaluation

The Fort Meade Public Affairs, Community Relations Office, was able to successfully foster and sustain effective state and local support to improve the quality of life for service members, families and civilians. Additionally, the community relations program helped to promote community understanding of the installation mission and the Army way of life while enhancing community support and awareness.

Using core public affairs principles and following Department of Defense, Army and IMCOM guidance, the community relations program was able to strengthen relationships with more than 20 community partners, implement two new programs, conduct more than 160 outreach events and organize two large-scale events involving local and regional community representatives as well as senior Department of Defense leadership....all serving to connect the American people to the American service member.



Fort Meade Service Members at Baltimore Ravens Opening Day.



KaBOOM! Playground Build on Fort Meade.



University of Maryland "Terps for Troops" Recognition.



Fort Meade Community Covenant Signing Ceremony.



Directorate of Emergency Services Trading Cards.



Support:

Maryland Gazette

<http://www.mdgazette.com/content/fort-meade-community-covenant-signing-bwi-uso>

<http://www.mdgazette.com/content/defense-secretary-helps-build-playground-fort-meade>

Odenton Patch

<http://odenton.patch.com/articles/community-leaders-sign-fort-meade-covenant>

<http://odenton.patch.com/articles/business-groups-look-for-funds-for-september-11-playground-project-on-fort-meade>

<http://odenton.patch.com/articles/fort-meade-kids-get-new-playground-as-secretary-of-defense-pitches-in>

<http://odenton.patch.com/articles/bonus-gallery-volunteers-build-fort-meade-playground>

Fort Meade SOUNDOFF!

<http://www.ftmeadesoundoff.com/news/9409/community-covenant-pledges-support-troops/>

<http://www.ftmeadesoundoff.com/news/9404/university-maryland-thanks-service-members/>

<http://www.ftmeadesoundoff.com/news/9031/play-design/>

<http://www.ftmeadesoundoff.com/news/9173/community-partners-build-playground-national-day-service/>

<http://www.ftmeadesoundoff.com/comment-section/9206/good-relationships-help-build-better-post-community/>

Army.mil / Armed Forces Press

http://www.army.mil/article/65294/SecDef_volunteers_build_Fort_Meade_playground_to_remember_9_11/



To view videos from the following broadcasts, see the **Supporting Videos** document:

- **WJZ-13** – Baltimore CBS Affiliate
- **WMAR** – Baltimore ABC Affiliate
- **WBAL** – NBC Baltimore Affiliate
- **NECN News**

University of Maryland Promotions

<http://www.umterps.com/ot/salute-the-troops.html>

University of Maryland Recognition - Example Messaging:

“Maryland Athletics, in partnership with USO Metro and General Dynamics IT are proud to salute our local troops! From Fort Meade, Maryland, the nation’s preeminent center for information, intelligence and cyber, are Soldiers from First Army Division East: Lieutenant Colonel Thomas Perry, Staff Sergeant Donovan Fabien, Staff Sergeant Nathaniel Gregg and Specialist Hillary Vincent. First Army Division East is responsible for mobilizing, training and deploying Army Reserve and National Guard Soldiers, Sailors and Airmen for worldwide missions. Please join us in recognizing these fine representatives of our armed forces for their service.”



FORT MEADE COMMUNITY COVENANT

Together we are dedicated to building lasting bonds for the support and welfare of the Fort George G. Meade Military Community and to improve the strength of the entire Fort Meade region.

We recognize the great potential for beneficial partnerships, initiatives, programs and events to connect our communities.

We are committed to building relationships, collaborating, combining resources and filling the gaps to provide support and resources reflective of the commitment the Fort Meade Military Community has made to our Nation.

Through the establishment of the Fort Meade Community Covenant Council, we pledge to:

- Raise the understanding of and develop potential solutions to the issues, concerns and needs of the Fort Meade Military Community.
- Provide awareness of local, state and federal resources available.
- Connect the military, civilian and business communities through resources provided, events and partnerships, fostering mutually beneficial relationships.

The undersigned therefore pledge their commitment to the above:

COL Ed Rothstein
Garrison Commander
Fort George G. Meade

Turhan Robinson
Civilian Aide
Secretary of the Army

MG James A. Adkins
The Adjutant General
Maryland National Guard

Martin O'Malley
Governor
State of Maryland

Barbara A. Mikulski
United States Senator
Maryland

Benjamin L. Cardin
United States Senator
Maryland

Elijah E. Cummings
United States Congressman
Maryland 7th District

C. A. Dutch Ruppertsberger
United States Congressman
Maryland 2nd District

John P. Sarbanes
United States Congressman
Maryland 3rd District

John R. Leopold
County Executive
Anne Arundel County

Ken Ulman
County Executive
Howard County

Rushern Baker
County Executive
Prince George's County

Doug Howard
President
Carroll County Commissioners

Ed DeGrange
Senator
Maryland District 32

Pamela Beidle
Delegate
Maryland District 32

Theodore J. Sophocleus
Delegate
Maryland District 32

Craig A. Moe
Mayor
City of Laurel

Louis L. Zagarino
Immediate Past President
The BWI Business Partnership

Rosemary Budd
President
Fort Meade Alliance

Michael Steiner
Executive Vice President
Picerne Military Housing

Elaine B. Rogers
President & CEO
USO of Metropolitan
Washington

Claire Louder
President & CEO
West Anne Arundel County
Chamber of Commerce

Signed November 8, 2011



Fort George G. Meade
Community Relations, Public Affairs Office



REPLY TO
ATTENTION OF:

DEPARTMENT OF THE ARMY
US ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, FORT GEORGE G. MEADE
4551 LLEWELLYN AVENUE, SUITE 5000
FORT GEORGE G. MEADE, MD 20755-5000

IMND-MEA-PA

24 JAN 2012

SUBJECT: Kristen Parker, Fort Meade Community Relations - Keith L. Ware Recommendation from Program Supervisor

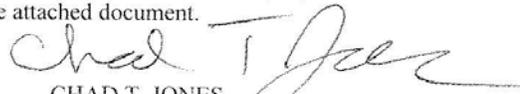
This letter is to recommend Kristen Parker, chief of Fort Meade Community Relations, for the 2011 Keith L. Ware Community Relations Individual Award. Kristen's community relations program served to significantly increase the external support to service members in the Fort Meade region and solidified relationships both on and off post to better address the needs and concerns of the community and the installation.

By combining basic public affairs principles with new and innovative ideas, Kristen worked to strengthen relationships with more than 20 community partners, implement two new programs, conduct more than 160 outreach events and organize two large-scale events involving local and regional representatives as well as senior Department of Defense leadership. By developing a plan and implementing evaluation mechanisms in advance, Kristen was able to track the success of her initiatives and the impact on the community. She took advantage of all resources and opportunities within the Department of Defense and the Fort Meade region to effectively coordinate events and opportunities to better connect our service members to our community.

Kristen's community relations program at Fort Meade during the past year has established Fort Meade as Maryland's military installation and has helped to better connect the Fort Meade community to the Fort Meade service members on multiple levels. Because of her efforts, we have established recurring service member recognition programs, lasting relationships with key community influencers and an enduring council of supporters dedicated to addressing the needs and concerns of the entire Fort Meade military community.

Events and opportunities developed under Kristen's community relations program afforded service members the chance to connect to the American people on both the local, regional and national level. Whether it was through a speaking engagement at a local school, a covenant signing with the governor, or a flag presentation at a nationally televised professional football game, Fort Meade, the Army and the Department of Defense benefited from these effective, quality community relations initiatives that afforded service members the opportunity to share their story with the American people.

Kristen is the face and heart of the community relations program at Fort Meade. The success of the program is outlined in the attached document.


CHAD T. JONES
Director of Public Affairs