

Mercer County Amateur Radio Club

Tom Gallagher, CEO

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Agenda

- Report from Headquarters
 - Constructing the budget
 - Implementing the strategic plan
- Building the Future
 - Streamlining the organization
 - New media
 - New educational initiatives
- Three Major Threats

“What does this brick want to be?”



--Louis Kahn, 1901–1974
Pennsylvania Architect

“Even a brick wants to be something”



National Assembly Building in Dhaka, Bangladesh,
--Louis Kahn, 1962–83



Business Planning Process

- Asking each department manager to speak about the future — 2-3-5 years out.
- Create a **aggressive** goal consistent with the strategic plan of 2015
 - Let's be the leading, the dominant contesting organization in the world. What do we have to do in order to achieve that?
 - How can we become the leading source of **Amateur Radio education in the world**?
 - Starting with 6th grade through high school and college? Expanding our age, gender and economic diversity? All vital goals of our strategic plan.
 - How much will it cost? How must we rearrange priorities to accomplish it?

Focus on Large and Small

- New FedEx master contract savings on overseas shipping
- Logbook of the World costs medium six figures
- Streamlining outgoing QSL bureau: losses of \$50,000 each year. Share best practices among bureaus
- Closing a \$350,000 operating deficit

Technology

- ARRL Labs is constructing a WSPR emergency beaconing device for FEMA
- Simple, cheap and easy to make
- Dormant, Low Power, Cheap
- New mode of sensor networking: Low, Slow, Long Reach-back (HF, LF)



WSPR Uses



As a mode, QRP HF
WSPR is an ideal
platform for ground-
level truth

- Waffle House Index: Green, Yellow, Red
 - Call sign, maidenhead-to-national grid system
- APRS on HF
- Mapology: 2,600 APRS Symbols
- Flood sensors (Water Level, Tides, Salinity)
- Infra Sound detectors: natural disasters have their own acoustic signatures

Focus On: New Media Content

- Podcast: *The Doctor is In* with Joel Hallas and Steve Ford –sponsored by DX Engineering
 - more than 158,000 downloads in the six months since introduction
 - 10,600 unique listeners
- New Audio and Video Podcast
- Cross-over topics aimed at non-hams
 - With more hands-on and experimental content
- Facebook, Twitter and Instagram statistics climbing



Amateur Radio Education

Education is the most powerful tool to achieve the goals of ARRL's 2015 strategic goals

- Age, gender, race and economic balance
- Building the next generation of hams and members
- Building educational tools in sync with the way that the next generation wants to learn



In-School Programs

Piloting special school programs offered outside the regular school course of study: **Grace Academy**

- **A comprehensive educational program for girls' grades 5-8**
- **A tuition-free, college prep education in an atmosphere of rigorous academic standards.**
- **One ARRL staffer and two volunteer instructors teach a custom-designed course of study covering basic electronics and radio leading up to Amateur Technician class licensing**
- **Program consists of 18 one-hour units integrated into the school's after-class activities.**



<https://www.youtube.com/watch?v=rSlyylusD-c#t=0>

New GOTA Events

Creating new, *spontaneous*, timely GOTA events

- 95th Anniversary of Transatlantic SW contact between Greenwich CT and Androssan Scotland (N1BCG-GB2ZE) December 11 with RSGB
- 181th Birthday of Mark Twain special event station W1T at his Hartford homestead 11/30
- Seeking a Collegiate Amateur Radio Initiative event for March 2017
- Seeking an AM-only event for April 2017



Major Challenges

- Demographic
- Organizational
- Secular shift

Demographic Challenges

- We're aging, and not yet replacing ourselves with younger members
 - Average age of current members is 61
 - Less than 15% of current members are under age 45
- New licenses are growing at 30,000 this year — a 4% increase vs ARRL's membership increase of just 1%
- A major population shift occurring from less populated, HF-friendly geographies to urban, HF-unfriendly locations.
 - This is why ARRL has labored greatly to help pass the Amateur radio parity act

Organizational

- Our basic IT systems are also aging: they require more than \$1MM to bring up to date. Our goal is first class customer service.
- We need to streamline every member service from the QSL bureau to the awards bureau. We've fallen behind and we must catch up.
- We must be good stewards of our members' dues, our donors' dollars.
- We must all be agents of change.

Secular Shift

Recognize that the Amateur Radio community is undergoing a generational shift

- The shift causing for the first time dislocations in advertising revenues, membership dues
- We must be very thoughtful in how and where we invest in new and existing programs
- It's difficult to predict the length and depth of the transition

What members can do.....





Pick Up A Brick...

- Find a talented young person and expose them to Amateur Radio



- Teach an electronics or licensing course



- Find a ham with different interests than yours and teach and learn from each other

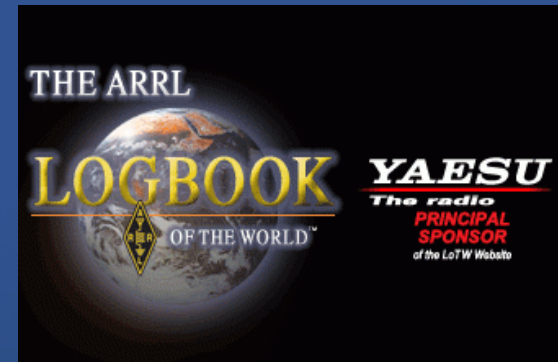
...Pick Up A Brick

- Buy a brick, from ARRL, to install into our headquarters courtyard



ARRL Investment Priorities

- Major investment in core IT infrastructure
 - Membership systems
 - ARRL Website
- LoTW
- New contests and new get-on-the-air events
- Educational curricula





ARRL *The national association for*
AMATEUR RADIO