

Section 6

Flagship Partnerships

Flagship Partnerships provide an opportunity for Navy personnel to cooperate with the community to improve educational, physical, environmental, social, and economic conditions.

Flagship Partnership Agreements

The establishment of a Flagship Partnership should be formally acknowledged and celebrated by the Navy command and the Flagship Partners. To formalize a newly established Flagship Partnership, the command should draft and sign a memorandum of understanding (MOU) between the command and the Flagship Partner. Written agreements are necessary to identify commitments, obligations, and operating procedures. The MOU should specify the goals of all Flagship Partners, the desired outcomes, the resources allocated for the Flagship Partnership, and the limitations of the project. Figure 6-1 provides a sample MOU. The command and Flagship Partners should use an MOU to renew Flagship Partnerships or address changes in command or partnership leadership. All Flagship Partners should retain a copy of the agreement. Each partner should also receive a Flagship Partnership Agreement Certificate (Figure 6-2) to be displayed by the Command and Flagship Partners.

Figure 6-1

Memorandum of Understanding for the Navy Community Service Program

Navy Community Service Program Flagship Partnership Agreement Between (Name of Command) and (Name of Flagship Partner)

We agree to enter into a working Flagship Partnership focusing resources of all parties on the following goals:

To assist in the education and enrichment of the nation's youth and communities and in revitalizing citizenry.

To develop a collective vision of community needs and commitment to share responsibilities and resources in a partnership.

The effectiveness of the Flagship Partnership will be measured by the achievement of the objectives listed below:

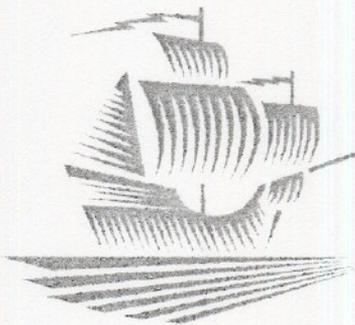
- Students considered to be "at risk" who participate in the tutoring program will improve their grades by the end of the semester.
- Two fitness programs will be agreed upon and completed by a team of Navy and community volunteers.
- Two environmental stewardship projects will be agreed upon and completed by a team of Navy and community volunteers.
- Student awareness of the dangers of substance abuse will increase as a result of presentations and facilitation efforts by the Navy and community volunteers.
- Navy and community volunteers will coordinate efforts, including resources, to reach out to less fortunate individuals to improve the quality of life in the community.

Flagship Partnership activities are scheduled to start by (date).

The Flagship Partnership involves ongoing projects and activities that are subject to review. All parties agree to exchange written evaluations of the partnership, with any recommended modifications, in six months.

Figure 6-2

Flagship Partnership Agreement Certificate for the Navy Community Service Program (Sample)



Navy Community Service Program

This is to certify that

(Name of Command)

and

(Name of Flagship Partner)

have entered into a Partnership

on

(Date)

for the purpose of working together to (explain the purpose of the partnership here).

Formal Kickoff Event

When a Flagship Partnership is established, the agreement should be formally acknowledged and celebrated throughout both the Navy command and the Flagship Partner. Flagship Partners should jointly organize the kickoff event. The initial step is to determine where the event will take place, when the event will be scheduled, what activities will take place at the event, who should be invited to attend the event, and how the media should be involved in promoting and reporting the event.

Activities at the event may include:

- The Pledge of Allegiance.
- A tour of the command or Flagship Partner site.
- Student or youth performance by the band, chorus, cheerleaders, dance team, or sports team.
- Performances by Navy drill teams, color guards, or band.
- Speeches by the Commanding Officer and Flagship Partner representative.
- Ceremony focused on the signing of the Flagship Partnership Memorandum of Understanding (Figure 6-1).
- Presentation of Flagship Partnership Agreement Certificates (Figure 6-2).

The activities should encourage youth, Navy volunteer, and Flagship Partner involvement and participation at the kickoff event. The event should include members of the community including other military services, businesses, labor, foundations, colleges and universities, religious organizations, media groups, community organizations, health care centers, and Government agencies. The kickoff event is an opportunity to continue to promote the Navy as a partner in community service activities and partnerships.

The Public Affairs Officer is the Navy's official media point of contact and has overall responsibility for media involvement as well as release of information regarding Navy activities.

The Command Coordinator should prepare information describing the purpose of the NCSP and Flagship Partnerships, identifying goals and objectives of the partnership, and noting points of contact. This information will be used by the Public Affairs Officer to prepare a press

release. The Command Coordinator may also arrange for a photographer to attend the event by submitting a Request for Photographic Coverage (Figure 6-3) to the Public Affairs Office. Requests for coverage of the event should be submitted seven days in advance.

Following the event, the Command Coordinator should prepare letters of appreciation and ensure that information regarding the event is distributed to publicize the event and the Flagship Partnership efforts.

Flagship Partnerships

Examples of Flagship Partnerships are included in this guidebook as Appendix C. Appendix D provides a list of resource organizations that the Command Coordinator may contact for information to implement a Flagship Partnership. The selection of a Flagship Partnership project or activity should be a joint Navy and community effort. It is important for Flagship Partners to share responsibilities and resources to improve education and the quality of life for the community. Issues to consider when identifying potential Flagship Partners include:

- What is the mission of the organization being considered as a potential Flagship Partner? What are the goals and objectives of the organization? Do the mission, goals, and objectives complement those of the command?
- What resources are needed to implement the project?
- What schedule will be followed to implement the project?
- What type of volunteer is necessary to implement and manage the project or activity?
- Is volunteer training necessary? If so, what type? How and when will the training be done?
- What target groups will be served?
- Where should activities be conducted?

The Activity Planning Checklist (Figure 6-4) should be used by the Command Coordinator to plan and finalize Flagship Partnership activities.

Figure 6-3

Request for Photographic Coverage of the Navy Community Service Program

Command: _____

Event: _____

Time/Date: _____

Location: _____

What specifically do you want photographed? (Examples: presentation, close-up, action photos)

Story to be provided by: _____

Point of Contact: _____

Phone Number of Contact: _____

E-mail Address: _____

All requests for coverage by the Public Affairs Office should be delivered at least seven days in advance of the event.

Figure 6-4

Activity Planning Checklist for the Navy Community Service Program

Activity: _____

Activity date(s): _____

Command Name: _____

Command Coordinator: _____

Command Address: _____ Phone Number: _____

Activity Site: _____

Time of Day: _____

Target Group Served: _____

Number in Target Group: _____

Specific area addressed: education, citizenship, health safety and fitness, environmental conservation, drug demand reduction, humanitarian assistance

What is the project or activity objective? _____

Number of volunteers needed for the project or activity: _____

Number of volunteers participating in the project or activity: _____

Is volunteer training required? Yes No

If yes, training will be conducted on Date: _____

Time: _____

Location: _____

POC: _____

Was volunteer training conducted? Yes No

Materials Required:

Navy Community Service Program

Other Resources Required (publicity, transportation, certificates, audio-visual equipment, etc.):

Resource:	Supplied by:	POC/Phone #	Obtained (yes/no)
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_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Are uniforms required for activity? _____

Are permission slips required for the activity? _____

Is adequate parking available or arranged? _____

Have safety concerns been carefully addressed? _____

Is water available? _____

Are bathrooms accessible? _____

Is security assistance required? (base or city police) _____

Flagship Partnership Activities

May ideas for partnership activities are identified in Appendix C of this Guidebook.

Special Events

Special events, ceremonies, career fairs, community drives, tours, field trips, social gatherings, and holiday festivals provide interaction in a stimulating atmosphere that incorporates learning with pleasure. These types of activities may serve as an alternative for commands with limited resources or unable to commit to a Flagship Partnership. The special events may be planned on a case-by-case basis.

Resources for special events may include the Navy band, drill team, color guard, honor guard, and static displays. Using such resources also allows the command to participate in community events organized by other organizations.

A command is not required to have a formal Flagship Partnership to offer resource support. For example, a command may express interest in assisting a school or community organization that has a business or command partner, but needs additional support for a particular activity. This flexibility allows a command to support an existing partnership with volunteers or other resource support, while not entering into a formal partnership agreement. Commands should share resources with other commands, especially with those having partnerships. For example, a shore command might want to take its students on a tour of a ship. This cooperation often leads to special project ideas that are otherwise unavailable to an individual command.