

SCTE AAA Program (Always An Advocate)

Ambassador

Advocate

Associate

SCTE AAA Program

- Goal
 - Create a support mechanism that Chapters can draw upon to enhance their efforts to promote the mission of the SCTE
- Chapter Leadership Path
 - Enhance the *leadership path* within SCTE Chapters. Utilized effectively, the AAA Program will, in and of itself, create interest, foster information exchange, and develop a breeding ground from which future Chapter leaders will emerge.

Ambassador

- Vendor oriented
- SCTE “Ambassador At-Large”
- Information Exchange Opportunity
 - Let Operators know what is happening in their local Chapter
 - Let Chapter Board know what is happening in the systems
- Resource for Regional Directors
- Elevator pitch

Advocate

- Board level

- Role on Chapter Board as VP (or Chair) of Outreach Committee
- Primary contact point between Chapter and National on matters of Outreach
- Works with Director, Chapter Support
 - Monthly or bi monthly calls to:
 - Create dialogue among Chapters
 - Share lessons learned

- Field level

- System Operational staff
 - Member of Outreach Committee (limited role)
 - Act as SCTE POC for their Work Group
 - Create awareness of SCTE
 - Support SCTE Chapter activities
 - Provide insight to Chapter Outreach Committee
 - Annual appointment

Associate

- **Active Board member**
 - Provides comment and input
 - Does not have voting rights
- Serve on/Chair Committees
- Promote/Support SCTE events within their own organization
 - MSO
 - System
 - Tech Center
- Provides deeper reach for Board
- Annual appointment

National, Regional, Chapter Support

- National
 - Director, Chapter Support
 - Active dialogue with Regional Directors
 - Create regular communication channels
- Regional
 - Vital to program success
 - Engagement with Chapters
 - Awareness of key issues in the field
 - Promote Community of Chapters
- Chapter
 - Engage and enhance your Chapter
 - Promote Community concept
 - Outreach Committee
 - Networking “kit”
 - Support the goal of Compliance Matrix

SCTE AAA Program

- **Targets**
 - Call Center, SOC/NOC, Dispatch, Installer, Service Tech, Maintenance Tech, Head End Tech, Data Tech, Transport Tech, Fiber Tech, Supervisors, Managers
- **Measures of Success**
 - Increase in Chapter event participation
 - Need to review old model
 - Redefine 'event'
 - Increase in Chapter membership
 - Increase in Certification participation
 - # of Associates, Advocates, Ambassadors
- **Coordination**
 - Manager, Chapter Support
 - Regional Director
 - Chapter President
 - Chapter Advocate
- **Cost**
 - Minimal cost to Chapter
 - @\$50k initial startup expense

Chapter Outreach

- Networking Kit

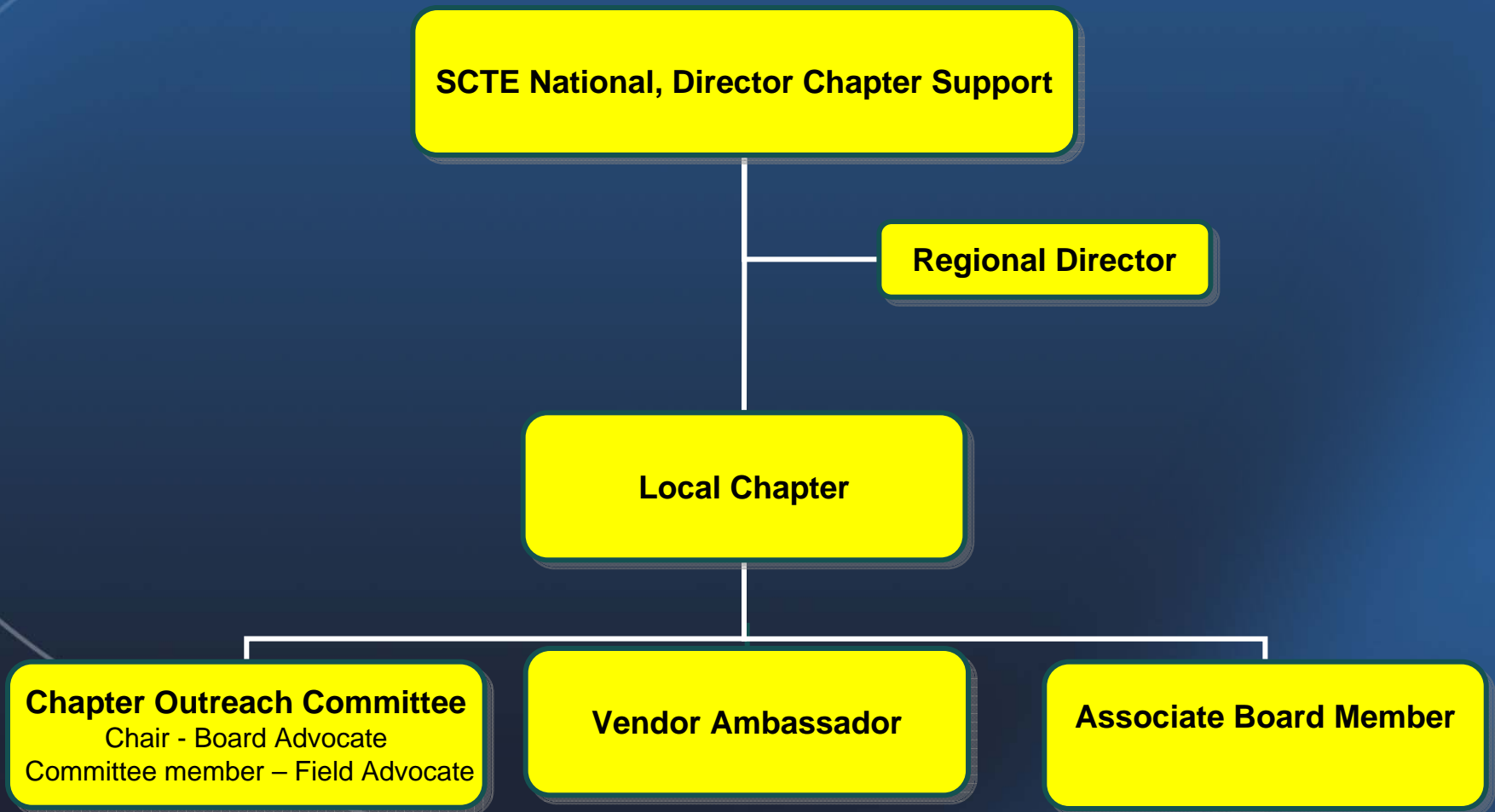


Chapter Outreach

Talking Points

- What is SCTE?
- What is the value of being an SCTE member?
- How can SCTE help members develop professionally?
- How can you get involved or become more active?

SCTE AAA Program Organization



SCTE AAA-lite

- SCTE AAA Program:
 - Too much? Too soon? Too Hard?
- Try AAA-Lite
- Find something that works for you and your Chapter
 - Ambassador
 - Advocate (Field)
 - Advocate (Board)
 - Associate
 - Outreach

SCTE AAA-lite

- **Ambassadors**

- Engage vendors that supply you equipment
- Have them mention SCTE and your Chapter in their visits
- A simple email from them will give you a different POV
- Beginning of a larger support network

SCTE AAA-lite

- **Advocate (Field)**

- Ask Managers/Supervisors to participate
- Ask those you know – make it personal
- Ask them to:
 - Mention SCTE and your Chapter at their regular staff meetings
 - Let you know what their techs are saying
 - Create a local ‘bulletin board’
 - You might find out they are not members – that’s opportunity knocking!!

- **Advocate (Board)**

- Have them join National Advocate con-calls
- Don’t worry about the Outreach Committee – yet!
- Ask your Board – is there someway we can communicate better?

SCTE AAA-lite

- **Associates**

- Minimal commitment
- Ease the burden on the elected Board
 - Assist at registration
 - Help identify topics and speakers
 - Help the Secretary or Treasurer
 - Run the Chapter web page
 - Put out the Newsletter
 - Source of info from the systems

SCTE AAA-lite

- Outreach
- Target technician level staff meetings
- Send out Newsletter (template on the way)
- Create email group with various Management groups
- Develop communication path

SCTE AAA Program

- Questions? Comments?
- Contact: Any VTF member, or joseph.cutrona@cox.com

AAA Program

National Support

Chapter

Elected Board