



Navy Community Outreach – More Important than Ever!

Calendar for America 2012



Major Outreach Muscle Movers

❑ CHINFO/NAVCO

- 21 NW – 8 Million Americans
- Gallup assessments
- OPNAVINST 5726.8
- O:AN Conference/CFA
- Centralized DV database
- Regular Updates to “FONs”

❑ Fleet/Shore

- 2,800 “Leaders To Sea”
- 7 Fleet Weeks
- 22 CONUS PVSTS
- 60 Diversity/Cultural Events
- NHHC Commemorations
- 200 Performances by Tactical Demo Teams – Blues, Frogs, etc.
- 2,000 Band Performances – 3 Million Americans
- STEM Events
- Air Shows/Base Outreach Events

A Lot Accomplished ... But Are The Requirements Right?



Significant Outreach Events CY 2010- 2020

Significant Outreach Events CY 2010 - 2020

Fiscal Year	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
CHINFO											
Navy Weeks	21	21	21	21	21	21	21	21	21	21	21
USFFC/COMPACFLT											
CONUS PVSTS	40	40	40	40	40	40	40	40	40	40	40
TACAIR Demos	10	10	10	10	10	10	10	10	10	10	10
War of 1812**	-	-	6	1	4	1	-	-	-	-	-
DNHHC											
150th Anniversary of the Civil War	-	1	1	1	1	1	-	-	-	-	-
50th Anniversary of the first American in Space	-	1	-	-	-	-	-	-	-	-	-
Battle of Midway	1	1	1	1	1	1	1	1	1	1	1
CNO Office Establishment Centennial	-	-	-	-	-	-	1	-	-	-	-
War of 1812 (Supporting / Lead 4 planning)	-	-	6	1	4	1	-	-	-	-	-
Naval Aviation Centennial (Supporting)	-	1	-	-	-	-	-	-	-	-	-
USS Monitor vs. Merrimack	-	-	1	-	-	-	-	-	-	-	-
Navy Birthday	1	1	1	1	1	1	1	1	1	1	1
World War II - 75th Anniversary	-	-	-	-	-	-	1	1	1	1	1
Landings at Normandy	-	-	-	-	-	-	-	-	-	-	1
World War I - 100th Anniversary	-	-	-	-	-	-	-	1	-	-	-
Woman in the Navy Yeoman (F) Rating (100th)	-	-	-	-	-	-	-	1	-	-	-
Woman in the Navy - WAVES (75th)	-	-	-	-	-	-	-	1	-	-	-
CNRF											
100th Anniversary of the US Navy Reserve Force	-	-	-	-	-	1	-	-	-	-	-
CNAF											
Naval Aviation Centennial	-	1	-	-	-	-	-	-	-	-	-
CNATRA											
Blue Angels Performances	36	37	36	36	36	36	36	36	36	36	36
CNIC											
Fleet Weeks	7	9	9	9	9	9	9	9	9	9	9
Air Shows	5	5	5	5	5	5	5	5	5	5	5
CNP Diversity											
African American Events	16	16	16	16	16	16	16	16	16	16	16
Asian Pacific Islander Events	15	16	16	16	16	16	16	16	16	16	16
Hispanic Events	14	14	14	14	14	14	14	14	14	14	14
American Indian/Alaska Native Events	2	2	2	3	3	3	3	3	3	3	3
Women's Events	10	10	10	10	10	10	10	10	10	10	10
Multiple Groups Represented	7	7	7	7	7	7	7	7	7	7	7
Total Yearly Events:	185	193	196	191	194	193	190	193	190	191	190

**Note: War of 1812 events in USFFC / COMPACFLT do not count towards total since they are already counted under DNHHC

Way Ahead: More Stakeholders, More Requirements



Getting Started

Reagan.balsamo@navy.mil'."/>

If you do not have a calendar account, please contact LT Reagan Balsamo, Reagan.balsamo@navy.mil

Calendar Website: <https://www.chinfo.navy.mil/Calendar>





Outreach America's Navy Scorecard



Navy PA Calendar

▶ General Finder ▶ Geo Finder ▶ Specialized Finder ▶ Calendar Display ▶ **Scorecard** ▶ Event Management ▶ User Administration ▶ Log Off

Enter one or more terms to search all fields for the event, then click on the "Show Events" button:

Start Date (mm/dd/yyyy): Before After  End Date (mm/dd/yyyy): Before After  CHINFO Interest

Search for:

Click on "Scorecard" to view and update the Outreach America's Navy Scorecard

Table Map Timeline



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Outreach America's Navy Scorecard



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Outreach America's Navy Scorecard

Fiscal Year 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021

BUMED

Medical Engagements	40	40	40	40	40	40	40	40	40	40	40
Navy Hospital Tours	20	20	20	20	20	20	20	20	20	20	20

CHINFO

Navy Band Support	300	300	300	300	300	300	300	300	300	300	300
Navy Weeks	21	15	20	20	20	20	20	20	20	20	20

CNAF

Tier 1 Naval Aviation Centennial Events	33	-	-	-	-	-	-	-	-	-	-
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CNATRA

Blue Angels Shows	35	35	35	35	35	35	35	35	35	35	35
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CNIC

Air Shows	7	7	7	7	7	7	7	7	7	7	7
Fleet Weeks	7	7	7	7	7	7	7	7	7	7	7
Local Community Outreach Events	35	35	35	35	35	35	35	35	35	35	35

CNP Diversity

African American Events	16	16	16	16	16	16	16	16	16	16	16
American Indian / Alaska Native Events	4	5	5	5	5	5	5	5	5	5	5
Asian Pacific Islander Events	14	15	15	15	15	15	15	15	15	15	15
Hispanic Events	15	15	15	15	15	15	15	15	15	15	15
Multiple Groups Represented	2	2	2	2	2	2	2	2	2	2	2
Women's Events	11	11	11	11	11	11	11	11	11	11	11

CNRC

Army-Navy Game	1	1	1	1	1	1	1	1	1	1	1
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By clicking on "Scorecard," you can see the breakout of how your command is doing compared to previous fiscal years.

Click on your command to edit the parts of the scorecard that you own.



Outreach America's Navy Scorecard



 Navy PA Calendar

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Scorecard Report

2011

BUMED % Complete

Medical Engagements - 205% (82/40)	
Navy Hospital Tours - 110% (22/20)	

CHINFO % Complete

Navy Band Support - 106% (319/300)	
Navy Weeks - 48% (10/21)	

CNAF % Complete

Tier 1 Naval Aviation Centennial Events - 55% (18/33)	
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CNATRA % Complete

Blue Angels Shows - 49% (17/35)	
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CNIC % Complete

Air Shows - 29% (2/7)	
Fleet Weeks - 43% (3/7)	
Local Community Outreach Events - 69% (24/35)	

CNP Diversity % Complete

African American Events - 44% (7/16)	
American Indian / Alaska Native Events - 75% (3/4)	

By clicking on "Scorecard Report," you will be able to see your command's success on the scorecard.



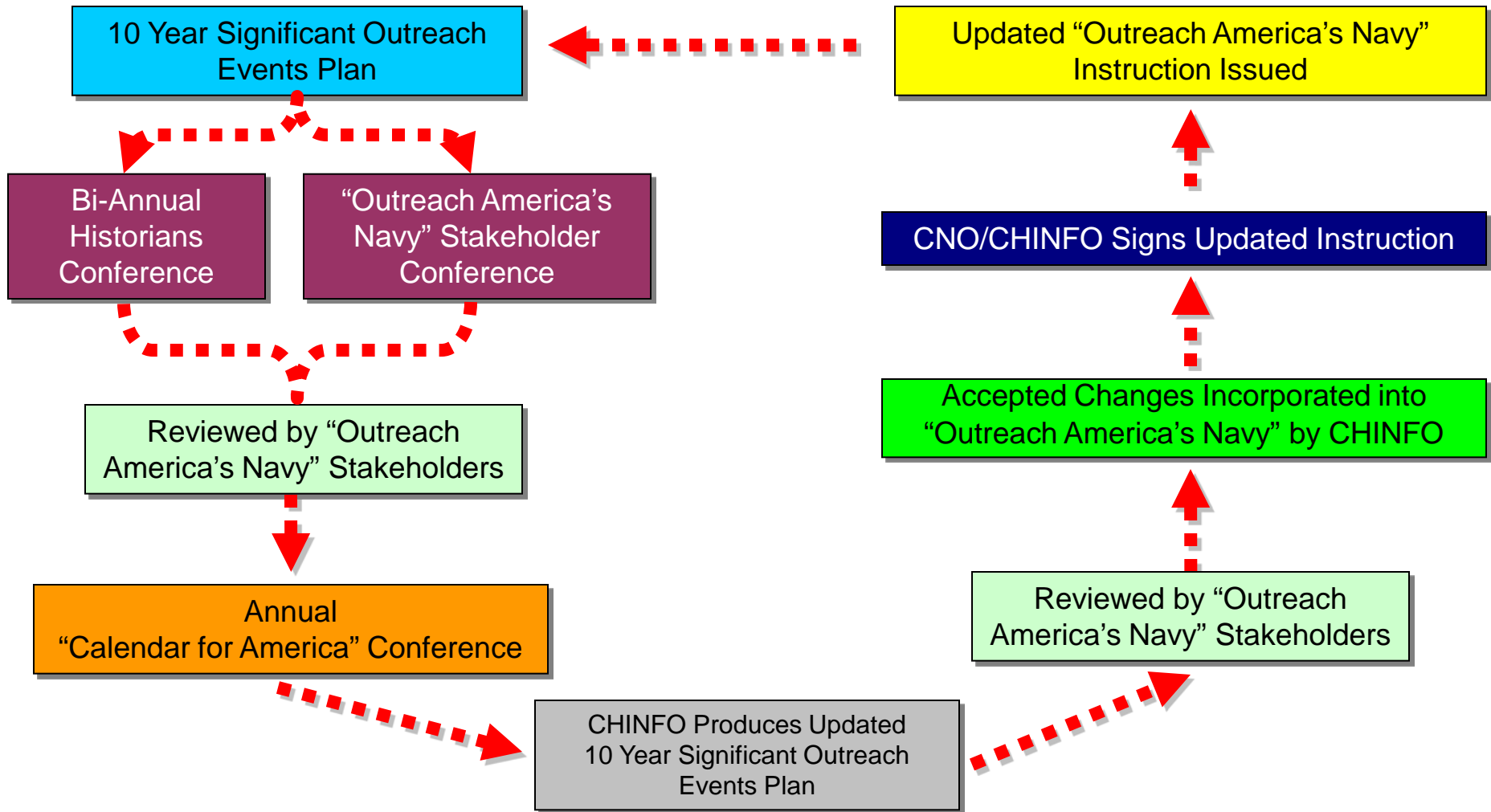
Current Scorecard



<https://www.chinfo.navy.mil/Calendar>



O:AN Process



Right Process = Right Requirements = A Funded Program



Questions / Discussion