

The Hague, 19 September, 2016

## Plan of Approach for function of President

I am writing this plan more as a Commander's Intent than a plan of approach. I stress the intent as it is subject to change based on the input I hope to gather from the national chapter's leadership, from my predecessor(s), from the secretary-general of ATA and from the future fellow members of YATA's Executive Board. As president of the Executive Board I seek to build forward on my (military) leadership experiences. This military experience will echo through this document, and be a corner stone on which I seek to build my presidency. A vital lesson there is teamwork and common vision. I draft this plan of approach based on my understanding of YATA's situation at this moment, based on a report drafted by Mr. Francisco Costa, conversations with various members of our network and my own observations during YATA activities in the past year.

As observed and worded by Mr. Costa our network is running at different speeds. I echo his recommendation that the most relevant goals to reach are broad and are different from chapter to chapter. In this I see a reflection of the transatlantic value of unity in diversity and stress the importance of being flexible while at the same time attempt to standardization - an aspect I argued for in the Plan of Approach for the position of Secretary General, and will argue for again. I seek to work with the future Secretary General to work on standardizing procedure (templates, chain of command, funding, etc.).

One major focus I seek to place on YATA's role vis-à-vis ATA. Through the hard work of Mr. Jason Wiseman, ATA is on his way to reclaim its position as a respectable think-tank, a political counterweight to NATO's militarized nature. YATA is its youth division, and as such it is important to see them as a whole. Our target group can be, roughly, divided into three groups based on age: <24 (*high school and higher education students*); 25-32 (*young professionals*); 32+ (*those further advanced in their career, until and those including retirement*). YATA's role is to accommodate the first two groups, and prepare them adequately for a future role they may want to play in ATA's network.

I highlight four important questions that require a joint answer from YATA and ATA. It will be required to have a shared agenda, and I feel strongly that ATA has a leading role in shaping the function of YATA.

### **On Communication**

Through the work of Ms. Marianne Copier the 2016 EB has improved upon the communication of YATA. We have a consistent and well received newsletter, a good presence on social media and an up-to-date website. Through these channels we are able to motivate and involve chapters in most engagements. I seek to work with the future Vice President for Communications on:

- continuing of promoting Social Media Workshops together with NATO;
- encouraging national chapters to replicate the format and host their own Social Media (in YATA house-style);
- creating a joint social media strategy for international events to be shared with ATA and YATA members;
- supporting YATA members as moderators and speakers in different panels/engagements;
- supporting YATA members to attend events organized by fellow chapters (such as the YMD in Madrid, Balkan SAYS, the Portuguese PAYS etc. etc.).

## **On Succession**

While I again would like to stress the feeling of honour and trust I experienced when I was asked to volunteer for this position, I am at the same time shocked about the low number of candidates. With each chapter being able to send one candidate, I openly question why there are not 36 candidates for the Executive Board.

Together with the future Chief Returning Officer and future Vice President for Human Resources I intent to:

- continue the promotion of the various offices of the executive board, encouraging the leadership of national chapters to scout talent early in the year (preferably starting right after the GA);
- clearly communicate the workings of the executive board members.

## **On Member Recruitment and Expansion**

YATA is always in the market for capable, hardworking young people. Every few months the chapters recruit new interns. Nonetheless, it is important to establish recruitment criteria and define some limits. An additional point that requires attention is that there some chapters whom are not recognized by their respective ATA's.

With the help of the future Secretary General and the future Vice President for Human Resources I aim to:

- define clear criteria to accept YATA Chapters. I follow up on Mr. Costa's recommendations on the implementation of several points the chapters are obliged to respect in order to be allowed to use the YATA denomination - such as Constitution, EB, Annual Calendar approved, Letter of recommendation from ATA etc;
- prepare a YATA Recruitment Guide transversal to every chapter;
- implement annual fees for YATA chapters;
- create a database to insert the names of every national chapters members (run by the chapters under the supervision of YATA VP for HR), with membership numbers etc.;
- explore possibilities of expanding into NATO countries that currently do not have a YATA chapter yet (France / Luxembourg);
- explore possibilities of expanding into partner countries that currently do not have a YATA chapter yet, in particular the MD countries;

## **On Financial Matters**

YATA uses two different strategies when it comes to fundraise: regular fundraising by NATO PDD; individuals or companies in ad hoc regime (it depends on event and country) responsible for partially supplying financially or physically an event. Together with the future Vice President of Finance I aim to establish:

- a mandatory YATA bank account;
- a standardized YATA Sponsorship Package;
- a YATA Financial Rules Guide;
- a chain of command for funding;
- that at each General Assembly, YATA's annual budget should be discussed and approved by YATA/ATA (this budget would be based on prospective money to be collected from PDD grants, corporate sponsorship, etc.).

I hope that with the above I have been able to give some insight in my intentions as President of the Executive Board of YATA International. I look forward working together you in promoting transatlantic values and further grow our network.

Sincerely yours,

Cpl. G.L.J. Jacobs (John), bc.