

MILITARY QUALITY OF LIFE CONSULTING, LLC
CASE STUDY OF
ASSOCIATION OF THE UNITED STATES ARMY,
FAMILY READINESS DIRECTORATE

The Family Readiness Directorate is dedicated to providing Army families the tools and resources they need to help them manage the challenges of the military life cycle.



PROJECT OBJECTIVE

To scale The Association of the United States Army (AUSA), Family Readiness Directorate 'Military Family Forums' program that takes place at the Annual AUSA Meeting located in Washington D.C..

Tactics

We empower your organization to become a positive change agent for the greater good.



OPERATIONAL SUPPORT:
PROGRAM MANAGEMENT; GROWTH AND DEVELOPMENT STRATEGY
STRATEGIC COMMUNICATIONS:
CONTENT STRATEGY AND CREATION

KEY GOALS AND ACTIVITIES THAT MQOLC, LLC SUPPORTED

All AUSA Military Family Forums aim to provide Army families a better understanding of the current status of local installation and community-based programs. The forums also provide an opportunity to network with organizations focused on military families and family members.

Military Family Readiness Toolkit



Developed a 37-page step-by-step guide titled,

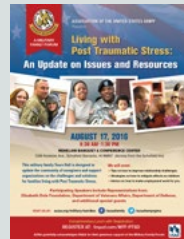
'MILITARY FAMILY READINESS FORUMS'

to provide the 122 AUSA Chapters the framework to host an educational forum for the military families in their local community.

Research

Researched, analyzed and discovered gaps in AUSA Family Membership, Programs and Digital Communication. While providing solutions on serving the needs of the Army and their families while considering AUSA's membership needs.

Strategic Communications



Created Digital Communication Resource Kits, including press releases, social media posts and newsletter articles in order to promote Military Family Readiness Forums located at

 **SCHOFIELD BARRACKS, HAWAII**

 **FORT RILEY, KANSAS**

 **NEW JERSEY ARMY NATIONAL GUARD ARMORY**

“ She is a joy to work with and is extremely professional, meticulous, and consummate advocate for our Army Families. ”



-Family Readiness Directorate
-Association of the United States Army