

CARC LEADERSHIP GUIDE 2025-2026

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Document Elements:

1. CARC Leadership Vision
2. One Club, Three Groupings
3. Communication, Content & Methods
4. Meeting Content, Formal & Program-based
5. Focused Effort on Engaging Membership
6. Club Management
7. CARC 2025 Calendar
8. CARC 2026 Calendar

1. CARC Leadership Vision

We come together in common cause, ham radio. CARC is 60+ years old! With a solid foundation to build on, a fresh look with fresh energy is appropriate. We expect these initiatives to reinvigorate club membership, too. The pillars supporting this initiative are:



Who are we? Thinking of our membership, three primary groupings come to mind – technical, social and casual. We will engage and seek to accommodate each one.
See **2. One Club, Three Groupings**



Beyond The Airwaves. New and expanded club activities for common interests besides ham radio will be promoted by the club, and ideally led by members. Activities such as Field Day should draw increased membership club-wide. See **3. Beyond The Airwaves**



Communications. Club communication methods will be reviewed, with an eye toward improving member engagement (inward) and public awareness (outward).
See **4. Communication, Content & Methods**



Meetings. Monthly meetings at Hoss's are scheduled for 2026. Efforts will be made to enhance the participatory experience for in-person and Zoom attendees. Meeting content will be streamlined to accommodate business agenda items while allowing time for programs. This could require off-time managers' meetings for any agenda-setting discussions.
See **5. Meeting Content, Formal & Program-based**



Club Management. As needed, club managers will convene outside of the normal monthly meeting time to discuss proposed agenda items. Some business continuity issues for CARC will be addressed as well.
See **6. Club Management**

2. One Club, Three Groupings

Ham radio is our common interest. To manage our leadership efforts, we anticipate 3 general groupings in our membership: Technical, Social, Casual. Activities in one grouping can certainly draw interest from others: POTA (Technical) & Outdoors (Beyond the Airwaves?); Derby Day & County Line activations (Technical) & History/ Geology/ Outdoors (Beyond the Airwaves?); Field Day (everyone). Solicit input from longtime members for locations and ideas. Beyond the Airwaves program ideas will be solicited from membership. Selected programs will be promoted by CARC.

TECHNICAL:

Interests encompass a wide range of building and operating equipment, antennas and modes, particularly for special events and activations. This is an opportunity for club members to join in and learn from one another. Some travel is expected!

SOCIAL:

Many members were active hams in earlier days of CARC. Some are licensed but QRT. Some won't drive distances or at night. We've heard emotions expressed for "the good old days," but wonder how well they might be embraced today. Would families, spouses and guests really attend a club event? To engage this group, Beyond the Airwaves programs will be initiated. Maybe one activity would be to coordinate our Holiday Gathering!

CASUAL:

Some of our good dues-paying members remain generally non-participatory. We need to assess this group's potential interest before expanding outreach efforts. Communications promoting and reflecting on club activities will be provided to them in an accessible format.

3. Beyond The Airwaves:

What ongoing activities could draw some of us together, with or without a ham radio component? Leadership will actively promote this initiative, expecting members' interests to guide pursuing some of them. Ideally, a "leader" (contact) will emerge for each group. When possible, these programs could coincide with a formal club activation to maximize member engagement. Perhaps they could convene at local establishments (Caffe 101, Cassell's) or homes.

TECHNICAL: Possibilities include - portable operations programs (POTA, SOTA, BOTA, county line, state QSO parties); Special Event Stations (Rockville Bridge, NRWA); topic-specific workshops. Adequate interest for SKCC club membership for K3IEC/CARC?

SOCIAL: Possibilities include - Local geology, local history, local lore, gardening & growing, food & beverage, international, travel, playing music, making YouTube videos

CASUAL: Sometimes members can participate from home, operating remotely or just helping to make the club event a success. It is important keep this group in the communications loop.

4. Communication, Content & Methods

We need to communicate with two communities. Inwardly, we need to engage our current members. Outwardly, we need to engage potential members and organizational partnerships. Leadership will focus on offering the most effective communications methods and content to reach them. Currently we utilize groups.io email, Facebook and a website. We will review their content's currency, effectiveness and make improvements as needed. We expect to expand the distribution of club information, as requested, to members' personal email accounts, USPS, texts, and telephone when needed.

Additional media outlets such as Instagram, TikTok, Meetup, podcasts and YouTube videos will be considered.

The first membership interests survey will go out in early December. It will be distributed both online and via USPS to achieve maximum return. Additional surveys may be developed and distributed as well. Printed, USPS-mailed copies will be sent to those without digital access.

Club communications will come from president@RadioClub-CARC.com and vicepres@RadioClub-CARC.com. Incumbents will be set up with access.

Establish regular "news feed" schedule; quarterly publication?

Poll membership for any PR professionals in the house.

Revisit security and best practices to minimize impact of spamming.

5. Meeting Content, Formal & Program-based

The monthly meeting provides a forum to interact, participate, learn and have fun.

Monthly meeting venue.

Location/limitations. The Mechanicsburg Hoss's provides a meeting room free of charge. Using Zoom broadcasts, the in-person meeting is available to members who cannot make it to Hoss's. Since we do not have our own clubhouse, we have to rely on portable equipment and work within Hoss's static room design. This is an issue.

Enhancements. Broadcast sharedscreen content to in-person & Zoom audiences. Improve audio handling (hand mic alternative). Widen video camera angle in the room, or move in-person people, so everyone can be seen. Make sure that I, and all speakers, improve mic & camera awareness.

Monthly meeting content.

Re-evaluate meeting content. Streamline business meeting component (with managers' pre-meeting meeting if needed). Cover some business and then have some fun! Introduce Beyond the Airwaves program activities and its member/ leaders. Consider "story time" – a chance for a member to share a great achievement, show and tell. Streamline agenda and minutes to maximize their effectiveness. Ideally, the reader gets the option to see items in summary form, with underlying detail available only if desired or required.

6. Club Management

The president will communicate regularly with members and managers. Meetings of elected and appointed CARC leaders will be convened as necessary to organize club business. These agenda-building sessions are intended to reduce similar discussion during regularly scheduled all-member meetings.

Some "business continuity" issues need to be addressed. Our official club records should be clearly identified by name and location. To ensure consistency and promote accuracy, these will be our primary information sources driving club business.

For "business continuity," club resources must be accessible by more than one officer. This includes our CARC website and the K3IEC QRZ.COM page.

For the meeting calendar, review club records and add time-sensitive items.

What, exactly, and where are CARC-owned equipment assets? Keep official club records updated.

Develop set of metrics to measure this plan's success. Members contacted 100% ; Members responded %; Meeting attendance %; Tech program participation %; Social program participation %; Communications 2.0 – enhancements made to newsletter? agenda? minutes? website? FB?

7. 2025 CARC Calendar

NOVEMBER

- √ Review CARC leadership docs from Frank – note calendar items especially
- √ John & Charlene adopt initial leadership strategy & plan
- √ Develop introductory letter and member interest "survey" (short & sweet)

DECEMBER

- √ 2026 Board Meeting of Elected Managers – John, Charlene, Maura, Doug -12/11.
 - √ Send advance January agenda to Andrew (with a new exec summary front page).
 - √ Contact every member, one on one, using various media as needed, to explain our mission & solicit their interest to guide us.
 - √ Use CARC membership worksheet and website roster info.
- Develop routine streamlined communications & schedule "news feeds" (via all necessary media).

8. 2026 CARC Calendar

In process