

The American Legion Family College

Department of New York Syllabus

Prerequisite: Be a current member of The American Legion, American Legion Auxiliary, or Sons of the American Legion.

Purpose: To enhance knowledge and appreciation of The American Legion, and teach the core values and contributions of the organization, the American Legion Auxiliary, Sons of The American Legion, the American Legion Riders and many subordinate programs. The overall expertise gained during the classroom and small group sessions prepares The American Legion Family members for leadership positions in posts (units, squadrons, chapters), counties, districts and department through education, development and motivation. The curriculum challenges the upcoming leaders to think critically and creatively about issues confronting the Legion Family.

Goal: Graduates will be able to use tools learned during The American Legion Family College to promote The American Legion, the American Legion Auxiliary, Sons of The American Legion, the American Legion Riders and other subordinate programs.

Methods of Instruction: Department Legion and Auxiliary staff and past graduates of the College lead students through a number of classroom lectures and small group discussion.

Attendance: There is a maximum of 100 students divided into ten groups of ten. Each student must attend all classes in order to graduate and receive a certificate of completion.

Class Requirements: Each student must attend all classes with his/her assigned group. Each group will be given an American Legion Family Post problem to solve collectively and present the solution(s) to the entire college.

Online Membership Tools (myLegion.org, mySal.org, ALAMIS)

- Membership Tools
 - Post/Unit/Squadron Tools
 - Manuals
 - Officer Form
 - Consolidated Post Report Form
 - Reports (Paid, Paid Online, Unpaid, Expired, Former members)
 - How to Print Mailing Labels
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Legislative

- Gain understanding of why legislative issues/concerns are important to The American Legion, The American Legion Auxiliary and the Sons of The American Legion
 - Share available information sources for legislative advocacy (i.e. ALA Legislative Advocacy Guide)
 - Developing a working relationship with your elected officials
 - Description of the ‘Get Out The Vote’ program
 - How to write a resolution
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Constitution and By-Laws

- Outline of why class information is important to your post/unit/squadron/chapter, county and district.
 - Interactive class with examples of formulating the Constitution and Bylaws.
 - References for creating or amending the foundation and rules of each level of the Legion Family.
 - Information on allowing your Post Family to keep its autonomy while maintaining the foundation of the largest veterans organization.
 - Methods for keeping your post updated and attractive to our newest veterans, while keeping the traditions that have made the Legion/Auxiliary/Sons and Riders successful locally, regionally and nationally.
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Duties of Officers (Post, Unit, Squadron, Chapter)

- Be a better communicator
 - Establishing Goals
 - How to conduct a meeting
 - Communicating with the media and general public
 - Problem solving
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Post Adjutant (Post) / Secretary (Unit, Squadron, Chapter)

- Introduction to the general duties of a post adjutant/secretary as the primary post administrative and personnel officer.
 - Importance of position and the dedicated manual(s)
 - How post adjutant/secretary duties may vary
 - Comparison of the adjutant to the First Sergeant
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Service Officer and VA & R

- General Duties of a post service officer
 - Veteran's benefits, survivor benefits, NYS benefits
 - Monetary benefits
 - Education and training benefits
 - Health care benefits
 - Burial benefits
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Marketing / Public Relations

- To build awareness and support for the Mission and Programs of The American Legion, The American Legion Auxiliary, Sons of The American Legion and The American Legion Riders.
 - To promote same to Active-Duty Military, Guard and Reserve Components, Military Veterans and Retirees, and the General Public.
 - Internal: To educate, motivate and inform The American Legion Family of the Mission and Programs of The American Legion for the purpose of making them Promoters of and Participants in the Activities and Aims of The American Legion.
 - External: To build Awareness of and Support for the Primary Mission and Purpose of The American Legion, especially among Individual Citizens, the Local Government, Local Government Agencies and the Local Businesses Community.
 - A general outline of how to construct a post/unit history book and the place to obtain required supplies, information and hints.
 - General instructions for constructing, editing, printing and costs related to the distribution of a post newsletter.
 - Utilizing public relations techniques to enhance your post/unit image and reputation in your community.
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Membership (Recruit, Renew, Retain)

- Examples of how best to Recruit new members to any part of the American Legion Family
 - Strategies for Retention of current membership
 - The advantages and benefits of belonging to The American Legion, The American Legion Auxiliary, The Sons of the American Legion or The American Legion Family.
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American Legion Auxiliary Programs

- Explore the Programs of the American Legion and the American Legion Auxiliary that are similar (i.e. - Americanism, Legislation, Children & Youth, National Security, (Girl's) State/Nation and Reporting)
 - Explore the American Legion Auxiliary Programs that are different. These include the Poppy Program, the Junior Auxiliary member Program, the Warrior's Family Assistance Program, Education & Scholarship and the Auxiliary Emergency Fund.
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Americanism / Children and Youth

- What posts/units/squadrons/chapters do for children
 - What posts/units/squadrons/chapters do for the community
 - Encourage students to gather ideas they may want to try
 - Discuss children and youth programs and how the post can temporarily give financial assistance to the programs
 - Discuss American Legion/Auxiliary programs; i.e. Junior Shooting, Boys/Girls State and the Oratorical Contest
 - Discuss American Legion Auxiliary Children & Youth Programs, i.e. Boys/Girls Military Program, Kids of Deployed are Heroes 2, Star Spangled Kids.
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The American Legion Riders and Sons of the American Legion

- Overview of The American Legion Riders and the Sons of the American Legion
 - Understanding the relationship and responsibilities between a Post and a Chapter or Squadron and its members
 - Understanding the duties of a Legion Advisor to the Chapter or Squadron
 - Understanding who controls the finances and how their monies are spent and reported
 - Understanding the benefits of membership in a Chapter or Squadron of the Post.
 - Understanding the importance of reporting Chapter or Squadron activities to the Post Consolidated Report by May 1st each year.
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Protocols and Procedures

- Explore the Protocol Guide intended to assist those responsible for planning and conducting American Legion Functions
- Protocol Guide covers planning and conduct of American Legion functions, including visitations by American Legion dignitaries
- Room Layout, Speaking Protocol, Communications, Dinner Planning, Site Selection
- Cap Etiquette, Flag Etiquette
- How to request an Honor Guard
- Color Guard