



Office of the National Vice Commandant
 Northeast Division Marine Corps League

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Ductus Exemplos

220730

END OF YEAR REPORT NORTHEAST DIVISION

The Northeast Division serves three Departments and a total of one hundred and sixty detachments within the states of New Jersey, New York, and Pennsylvania. During this fiscal year, our overall membership strength increased 5% from the mid-year point to the end of the FY but we are currently 3% less than where we were at the end of the previous year where our current total strength is at 85%.

With over eleven-thousand members we are reaching out to those detachments who are currently in a transitory position. This is still a concern whereas we need to reach out more to those detachments who have members in arrears. A major impediment to this is the fact that the Division has five detachments whose charters have been suspended and one detachment whose status is revoked. At the current time, we are in the process of reviving the suspended detachment and brought another back into an active and functional status.

All of the Departments have reported in regarding the PLM Reports and IRS 990s. These are areas that also need to be monitored as there was no single Department who has reached 100% in either area. The 990s are of major concern as less than 50% of the Division is reporting having sent them in. Information has been disseminated to all Departments regarding current status.

We have reported over 500 Honor Guard Funeral Services in addition to presenting three hundred-ninety eight Eagle Scouts with Good Citizenship Awards.

Dept.	Dets.	Funerals	Eagle Scouts	Membership	Good Standing	Arrears	% strength	Toys 4 Tots	# Served	PLM	990s
NJ	35	208	108	2,845	2,532	313	89%	1,207,460	410,433	33	15
NY	60	N/R	140	4,144	3,574	570	86%	1,194,544	685,368	50	55
PA	66	355*	150	4,307	3,529	778	82%	1,088,318	367,325	45	60
Totals	161	563	398	11,296	9,635	1661	85%	3,490,322	1,463,126	128	130
N/R = Not Reported										79%	80%

* = No additional information received.

All of the Departments completed their Installation of Officers for the year notwithstanding those who are currently suspended and or have been through the revocation of charter process.

Departments in the Northeast Division have held their Conventions and elections on time and in accordance to the bylaws.

Despite the issues faced regarding suspension and revocation, all the work that can possibly be done to continue being productive is forging ahead. As previously mentioned, Department Commandants need to continue working with their staff to ensure that reports are being completed and sent to the proper authorities.

The Northeast Division held its Annual Conference from 1-2 April 2022 at the Princeton Crowne Plaza in Plainsboro, NJ. Guests included C.O.O. Robert Borka, PNC Dennis Tobin, CDD Thomas Hazlett and the MODD Ex.Dir., Ben J.R. Wells, MCLA Division President Sydney Minchin, PNP Ruth Moyse and Linda Chamberlain. All the Department Commandants were in attendance.

Overall, the conference was a success, well attended and through staff efforts were able to begin an investment strategy which is proving to be beneficial thus far. There was an issue with representation of a department which was addressed.

As the Ex-Officio of the Public Relations and Uniform Committees, I have received the report from Public Relations, but have yet to receive an update from the Uniform Committee despite the requests made. That said, the Committee Chair was advised to forward the report separately to National.

The Public Relations Report submitted by Marine Raymond S. Morrell is as follows:

While it is not clear when the Marine Corps League (MCL) social media presence began, Facebook numbers tracking begins on May 21, 2019. The MCL National Public Relations Committee began maintaining the social media platforms of The Marine Corps League on August 4, 2019. At the date, [Facebook](#) (FB) likes / followers were approximately 4,460 people and [Instagram](#) (IG) likes / followers were around 200 people. Incidentally, I have served as the primary person for the MCL National PR Committee posting to social media sites since the August 4 date.

The MCL FB page follows 641 other FB pages of which includes over 500 local Detachment FB pages along with every available Department and Division FB pages. We also follow 28 FB groups which include the Departments and Divisions that maintain this type of a FB presence. The IG page follows 204 other IG accounts which include numerous Detachment IG pages.

The Marine Corps League is also on [LinkedIn](#) with 2,837 followers to date. Posting on this forum is strategic to the professional community.

Social media numbers from Aug 1, 2019 to June 20, 2022:

FB Page Reach - 4.5 million

FB Page Visits - 77K

FB Page Likes - 9.9K

IG Page Reach - 7.6K

IG Page Visits - 3.5K

IG Page Likes - 1.2K

Paid Reach - 109.3K

Paid Impressions - 227.5K

This past year (from Aug 1, 2021-June 20, 2022), we have, collectively, 'grown' the pages:

FB Page Reach - 1.7 million

FB Page Visits - 48.7K

FB Page Likes - 4.4K

IG Page Reach - 4.3K

IG Page Visits - 2.4K

IG Page Likes - (less than 100)

Paid Reach - 109.3K

Paid Impressions - 227.5K

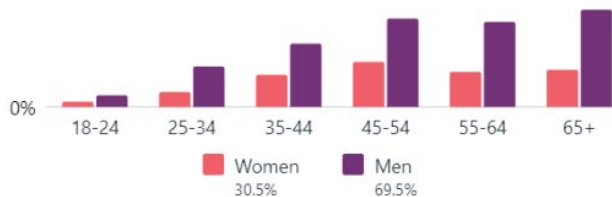
Currently, our social media presence: FB is at 17,565; our IG is at 2,206 followers.

Audience

Facebook Page followers

17,565

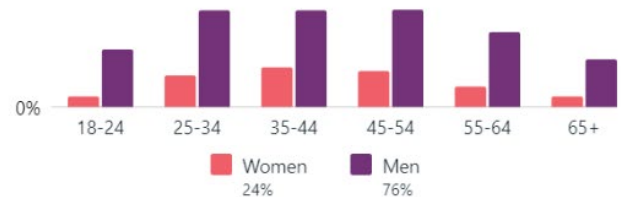
Age & gender



Instagram followers

2,206

Age & gender



In addition to social media, I have worked to produce a DRAFT MCL Public Relations guide with the intended audience being local Detachments, Departments and Divisions. This is an in-work status with intentions of committee approval by 2022 calendar year end. I continue to support the needs of the MCL PR Committee and monitor various communications and impact that may bring a positive and / or negative image to the Marine Corps League.

UNIFORM COMMITTEE REPORT PENDING AS OF 29 JULY 2022

Respectfully submitted,