



Office of the National Vice Commandant
Northeast Division Marine Corps League

Michael John Waluk

Ductus Exemplos

230206

MIDWINTER REPORT/NORTHEAST DIVISION

The Northeast Division serves three Departments and a total of one hundred and fifty-eight detachments within the states of New Jersey, New York, and Pennsylvania. To date thus far, our overall membership strength decreased 10.75% from the end of the last FY. However, despite being down in overall numbers, we are doing a much better job at getting our membership to pay their dues on time showing the Division at an operational strength of 92.03%. This is an increase of 7% over where we were at the end of the previous year where our current total strength was at 85%.

The Northeast Division boasts over ten-thousand members and we continue to encourage our Department Adjutants and Paymasters to reach out to the membership who are in arrears.

As with any organization, we also experienced a much slower operational tempo whereas all our Departments have been impacted due to voluntary surrendering or suspension/revocation of their Charter(s). In the Department of NJ, one Detachment has voluntarily surrendered their charter. All members of the losing Detachment have been transferred into other Detachments. The Department of NY has two Detachments who have also voluntarily surrendered their charters and all paperwork is complete. In the Department of PA, two detachments have voluntarily surrendered their charters, one detachment is in the process of surrendering their charter and in the process of transferring said members. The Department of PA has also moved to revoke one of their detachment's charters. This action is pending as it has not been acted upon to date. Overall, the Division is currently down four detachments with a fifth pending.

On a more positive note, thanks to the due diligence of the Department of NY Officers and Staff, we were finally able to clear up the issue of the two Detachments sharing the same EIN number. A new number was issued to South Shore Detachment #244 and all paperwork is up to date and completed.

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 PLMs completed were only at 76.58% which is below last year's average of 79%. Due to the fact that not every 990 is due at the same time, the numbers tend to be skewed

at the midyear point. That said, the data received to date suggests that 74% of the total number of detachments in the Division have complied with the IRS 990 Requirements. This also is down significantly whereas at the close of the last fiscal year we were at 80% compliance.

The status as last taken from the IRS web site indicates the following: The Department of NJ shows; 6 detachments who have lost their tax-exempt status for not having filed in three years or more. The Department of NY; 1 detachment whose tax exempt status has been revoked and 6 detachments whose filings are either late or missing in the last two years. The Department of PA is showing a total 46 IRS Form 990s being submitted through the Department but does not note any detachments as having lost their tax exemption status through the IRS database.

We have reported 47 Honor Guard Funeral Services to date. All of them in the Department of NJ. The Departments of NY and PA have not provided any information yet. Regarding Eagle Scout Good Citizenship Awards, the Department of NJ has reported 20 such awards as having been presents. Again, the Departments of NY and PA have not provided this data.

The Division has also seen it's share of loss through either attrition or the inevitability of death. Thus far, the Division has lost 159 Marines and 6 Auxiliary Members. The Department of NJ lost a total of 50 Marines, the Department of NY lost 49 Marines and the Department of PA lost 66 Marines. The 6 Auxiliary Members were all from the MCLA Department of PA.

Dept	# of Dets	Funerals	Eagle Scouts	Membership	% Differences	Good Standing	Arrears	% Strength	Toys 4 Tots	# Served	PLM	990s
NJ	34	47	63	2,750	-3.45	2,589	161	94.14%	1,324,425	439,133	33 -1	28 -6
NY	58	N/R *	N/R *	3,864	-7.24	3,506	358	90.73%	1,574,041	844,364	42 -18	53 -7
PA	66	N/R *	N/R *	4,082	-5.50%	3,724	358	91.22%	1,217,687	418,855	46 -20	37 -29
Totals	158	47	63	10,696	-10.75	9,819	877	92.03%	4,116,153	1,702,352	121 -39	118 -42
% Differences											76.58%	74%
N/R = Not Reported											-3%	6%
* = No additional information received												

The three Departments continue with the normal operations of installations of Detachment Officers. One Department has had to reschedule several of their installations due to conflicting dates or membership issues. This appears to be an outlier of an issues as this is the first time we are seeing this happen as a Division.

Another issue to monitor regarding installations is the filling out of the ROI itself. We are noticing that despite our best efforts of making sure that the form is completed correctly, we continually come across hand written forms with incomplete or inaccurate information. This will be addressed at the Leadership School Classes in the Departments which run the course.

The Northeast Division Conference is currently set for March 31, 2023 and April 1, 2023. This is the last year that NJ will host the Conference as it will move to NY in 2024.

All the Departments in the Northeast Division have concluded the dates and venues for their annual Conventions and elections in accordance to the bylaws. The Department of PA will hold

their Convention on June 1,2,3, 2023 while NJ and NY will be holding their Conventions on June 8,9,10, 2023.

Despite the issues faced regarding suspension and revocation, all the work that can possibly be done to continue being productive is proceeding as scheduled. 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.

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 Victoria McCoy is as follows:

The following information is being submitted to you as it pertains to the tasks and duties assigned to all members of the National Public Relations Committee (NPRC):

All members: Provide input and feedback on daily social media posts. Scan posts all over the country for inappropriate content and uniform violations. Assist wherever needed as it pertains to questions and training needed at all levels of the MCL. Most of the members of this committee also serve as Administrators on other social media pages within their Detachment, Department and Division. All members attend and assist when needed during monthly (bi-monthly) Commandant's Corner Zooms. Chat/meet daily.

Ray Morrell: Tasked with all social media platforms, with the exception of YouTube. NPRC Editor, and, with the subject and review of all content, he writes the articles that are published in the Semper Fi Magazine quarterly. The following are the current stats on the social media platforms:

Facebook Followers: 24,102; we follow 760 other pages.
Instagram Followers: 2,840; we follow 209 other profiles.
LinkedIn Followers: 4,437

By the numbers from June 20,2022 through January 31, 2023:

- FB Page Reach – 6 Million
- FB Page Visits – 82.3K
- FB Page Likes – 7.1K increase
- IG Page Reach – 6.8K
- IG Page Visits – 1.4K
- IG Page Likes – 1.1K increase

- LinkedIn Page Likes – 1.6K increase

Patrick Murray: Tasked with the annual press/media release for National Convention.

James Roy: Tasked with assistant editor on the YouTube channel as well as scans TikTok for content and review.

Audrea Killalea: Tasked as the recorder of interviews of conference/convention attendees. These videos have proven to be a great asset to the League as the “views” rate very high on YouTube. Co-Host in Commandant Corner’s Zoom sessions.

Alison Noger & Mario Meaux: Took over 1,000 photos at the National convention which included many special requests. MODD platoon photos, a few National officers that needed headshots, some Department group photos and some individuals also requesting headshots. Forwarded photos to guest speaker and other officers upon request. Photographer for the Mideast Division Conference. Supported Young Marines Division 2 encampment as the photographer for the weekend. Traveled to MCL HQs to take photos and even small video at the Youth Physical Fitness Tree Lighting Ceremony. Worked on cataloging thousands of photos on the Facebook page as well as her personal collection, to allow for easier research and for those searching for specific photos.

Danny Thomas: As the Oklahoma City area Detachments are preparing for our arrival at this year’s convention, he has been supervising and gearing up for a great convention. He has been reporting to the NPRC with any updates as they arrive and will be sharing more as it happens.

Jason House: Edits all Commandant’s Corners, interviews, Convention/Conference “Daily Recap” and posts to YouTube. Assists in all graphics created for social media. Answers the call when any Detachment, Department or Division needs images created for website, social media or even images to create flyers and challenge coins.

YouTube:

Subscribers – 547 (this number does ‘not’ reflect people who watch and share videos without clicking “subscribe”).

Total video views – 16,827

Most watched video – 2,402 views

Tom Bates: Answers questions as they pertain to the MODD to include ensuring correct verbiage on events and happenings. Assisted in finding photographs from Convention to provide to the MODD Chief. Currently holds the position of Kennel Barking Dog.

Commandant’s Corner: This monthly session is hosted each month bringing a new topic. A new version titled “MCL Membership Unplugged” has shown to be a great asset as the sessions that are not recorded are found to bring some brash truths and great topics of discussion. The recorded sessions will continue. Attendance is rapidly declining, and we are working on new

ideas to increase. Some ideas are to schedule a few months in advance, change the name so it is more welcoming to new members, and ensure the Ex-Officio posts the information on the MCL Website in the calendar.

Social Media Messenger: We have received 153 messages addressing anything from comments on posts to requests regarding procedures and policies, to 31 inquiries for MCL membership. These inquiries are sent directly to the Membership Committee for follow-up.

Monthly NPRC Zoom meetings: The committee meets every month on the first Sunday at 1930 EST. These invitations to attend are always sent to our Ex-Officio and yourself. We discuss current events, statuses, and topics and ideas moving forward.

Convention Daily Recap Videos: This was a new creation for national meetings. Two members of the NPRC took detailed notes during the business sessions and did a news format video showing a recap of the day's activities. James Roy and Ray Morrell spearheaded this effort; they scripted, narrated, directed, and published these raw videos, which were edited by Jason House and posted to our YouTube channel. They even have a bloopers reel (not on YouTube).

In closing, it is the request of the NPRC that more National Officers and/or their staff attend the monthly Commandant's Corner sessions. This tool is also a great asset for any other committees to host a chat or even work on a recorded training session. One of the highest watched videos is that is on the YouTube channel was created by the Uniform Committee chair and gives training on only "Covers". This was done years ago and is still being viewed. The membership is hungry for information and this tool has been offered many times to all Committees, with VERY few following up to submit something for the YouTube channel or content for social media. I hope by reviewing these numbers you will see this is an "untapped" market for all committees to report or simply introduce themselves, making them a little more approachable to questions and ideas.

Respectfully Submitted,

Victoria McCoy
National Public Relations Committee Chair
Marine Corps League

The Uniform Committee Report was not submitted as of 8 February 2023.