



2007-2009

3 – Year STRATEGIC PLAN “At a Glance”

Priority Area: Chapter Culture

Goal: To create a welcoming and inclusive culture that supports the commitment of the Chapter to member service and excellence.

- Enhance the new member orientation to the Chapter
- Utilize volunteerism as a means of expanding our circle.
- Support and collaborate with our sister Chapter (TSHRM).
- Delegate an individual Board Member as the champion of this strategy.

Priority Area: Community Relations

Goal: Enhance the image of the Chapter and the HR profession in the community.

- Develop and implement a strategy for “branding” the Chapter within the community.
- Continue, foster, and develop community outreach programs that utilize the unique skills and talents of the Chapter’s membership.
- Leverage the resources of members and their organizations to support the Chapter in community outreach.
- Serve as a resource to the Small Business community through outreach.
- Delegate an individual Board Member as the champion of this strategy.

Priority Area: Programming

Goal: Offering programming that meets the needs of all members and targeted beneficiaries.

- Stay abreast of the programming needs and interests of all members.
- Develop additional programming targeted to meet special areas of interest.
- Ensure programming includes all functional areas of the HR body of knowledge.
- Provide programming that can be used as continuing education for certification.
- Draw on membership expertise for panels and speakers.
- Gauge the needs and interests of current and potential program participants through survey data.
- Delegate an individual Board Member as the champion of this strategy.

Priority Area: Membership

Goal: Enhance the value of Chapter membership, leading to growth, retention, and involvement.

- Increase involvement by members in volunteer activities.
- Continually market member services, benefits, and opportunities.
- Develop evaluation strategies to address the recruitment and retention of members.
- Reach out to SHRM members at-large.
- Grow the Small Business Group significantly.
- Be recognized as a valuable resource by Small Business Group Members and community at-large
- Delegate an individual Board Member as the champion of this strategy.

Priority Area: Infrastructure

Goal: Develop, implement and monitor the Chapter infrastructure to ensure efficient and effective operations.

- Maintain a formal organizational structure that aligns the needs of the organization.
- Develop, implement, and maintain Volunteer Leader Notebooks as a tool for transitioning roles and maintaining the history of the role's activities.
- Evaluate the Chapter's need for professional management services.
- Modify and monitor the Chapter planning cycle and succession planning.
- Ensure sound financial planning and management of Chapter monies.
- Delegate an individual Board Member as the champion of this strategy.