

International Association of Administrative Professionals
Houston Chapter Strategic Plan
Fiscal Year 2010-2011

Vision: To inspire and equip all Administrative Professionals to attain excellence.
Mission: To be the acknowledged, recognized leader of Administrative Professionals and to enhance their individual and collective value, image, competence and influence.

Introduction

In fiscal year 2010-2011, the Board of Directors proposes the following Strategic Plan as a foundation for building the future of the Houston Chapter.

I. Houston Chapter Strategic Plan Time Line, Goals, and Objectives

A. Plan Phasing

The strategic plan covers fiscal year 2010-2011, with a hope that it will be continued beyond, and is divided into **four phases**. By using phases, the leadership can begin to accomplish needed objectives and ensure that educational foundations are being laid for the future.

Plan: Focus efforts on current Chapter priorities and evaluate our membership needs to ensure that we keep our chapter moving forward.

Flexibility: Review Chapter needs during the planning stage of each phase and adjust activities to focus on the Chapter's current priority objectives.

Continuity: Update and extend the plan into the future. Using phases allows the Chapter to continually "roll over" its activities from phase to phase.

B. Annual Targets

- Meet requirements necessary to be recognized as a "Chapter of Excellence"
- Provide the Chapter with no fewer than 10 new members by May 31, 2011
- Conduct at least one Membership Recruitment meeting
- Promote educational programs relative to our profession that qualify for recertification points
- Jointly or independently sponsor one, ½ day educational seminar toward recertification
- Strategize to reduce chapter expenses and increase income
- Operate Houston Chapter financial business with efficiency and integrity through accurate and precise recordkeeping implementing quarterly audits
- Promote membership involvement through committee participation
- Sponsor one community involvement commensurate with the vision of Houston Chapter
- Increase media and marketing activity in the Houston area
- Employ a Succession Planning Meeting to establish continuity and specific coaching to incoming officers and committee chairs

C. Phase Objectives

Phase I Objectives, period of July through August, will include:

- Confirm transition of Permanent Files for Officers and Committee Chairs with a complete detailed job description defining expectations & responsibilities of the position (July)
- Submit listing of Committee Chairmen to Int'l HQ. Send a copy to Division Sec (July)
- Update officer signatures at the bank (July)
- Update Chapter Website with new officer information and obtain officer clearances
- Conduct a Board of Directors/Committee Chairs strategy session to brainstorm ideas to reduce chapter expenses and increase income (August)
- Set in motion Chapter of Excellence objectives
- Plan chapter programs for fiscal year and update "At-A-Glance" Program Brochure by October 1st; Evaluate programs to ensure they are relative to our profession
- Promote membership involvement and make certain committees are adequately staffed and a Chairman is in position (July)
- New Member Orientation (includes Committee Presentations and Mentoring Information)
- Recruit 3 new members
- Evaluate success of Ways & Means fundraising efforts
- Review website advertising contracts
- Audit spot check
- Update storage records and transfer keys (July)
- Send Delegate to International Convention (July)
- Seminar Committee Meeting (August)

Phase II Objectives, period of September through November, will include:

- Officers and Committee Chairs attend a T-L Leadership workshop
- Membership Recruitment Event
- Recruit 3 new members
- Evaluate Chapter of Excellence status
- Audit spot check
- Revisit Bylaws for continuity

Phase III Objectives, period of December through February, will include:

- Intense Seminar Planning
- Chapter participates in a community activity
- Recruit 3 new members
- Audit spot check
- Evaluate Chapter of Excellence Status
- New Member Orientation
- Evaluate Business Strategic Plan Document to ensure Chapter has met goals (Dec 31st)
- Succession Planning Meeting (Feb)
- Complete Avery Dennison Application (Jan)
- Evaluate media and marketing effectiveness
- Elect Nominating Committee

Phase IV Objectives, period of March through June, will include:

- Conduct Seminar
- Recruit 3 new member
- Identify Successors for Leadership
- New Member Orientation (April)
- Submit Chapter of Excellence paperwork to HQ (confirm all documentation is compiled and filed for audit)
- Send delegate to T-L Division Conference (May)
- Officer Installation Ceremony (June)
- Approve Budget for 2011-2012

II. Strategies and Guidelines

- Restructure the Board of Directors and their committee responsibilities and improve leadership participation by the Board of Directors
- Strive to increase knowledge in regards to the IAAP organization within the Board and to increase the leadership skills of the Committee Chairmen through teamwork, communication, and education

III. Volunteer Organization

A. Functions

The Houston Chapter is comprised of the following:

- Board of Directors will be responsible for the management and oversight of the plan
- Committee Chairmen will be responsible for committee activities
- Overall membership will participate in the plan and support the activities of the other two

B. Houston Chapter Strategic Team

The strategy, management, and monitoring of the plan are the responsibility of the Board of Directors. The team is composed of the following eight individuals:

President	Corresponding Secretary
President Elect	Director #1
Treasurer	Director #2
Secretary	Director #3

IV. Volunteer Participation

The Houston Chapter's Strategic Plan will function with three types of volunteers: The Board of Directors, Committee Chairmen, and members of the Houston Chapter. Each will play an important role in the success of the Plan.

A. Board of Directors

The core members of volunteer efforts will be members of the Board of Directors. The intent is that the Board should be more active in promoting the various interests of the Chapter.

While assisting with membership recruitment/retention will not be their only activity, members may expect it to be a major focus. Their role will take many forms:

- Leading by example
- Identifying potential new members and IMPACT meeting involvement
- Informing, educating, and engaging members in the work and mission of the Chapter
- Assisting Committee Chairmen with leadership skills and activities
- Participating in the Mentoring program
- Being part of project teams
- Participating in education and seminar activities
- Attend a Texas-Louisiana Division Leadership Workshop

B. Committee Chairmen

The roles of the Committee Chairmen will include, but not be limited to, the following:

- Leading by example
- Identifying potential new members
- Informing, educating, and engaging members regarding their respective committee
- Participating in education and seminar activities
- Mentoring next year's Committee Chairman

C. Membership

Each will play an important role in the success of the Plan including the following:

- Leading by example
- Identifying potential new members
- Participating in education and seminar activities
- Being a part of a project team
- Becoming involved in committee activities

V. Budget

Budget for the FY 2010-2011 Business Strategic Plan was submitted and approved by membership June 15, 2010. This budget does allow ample funding for all phases of the plan and its objectives.

VI. Houston Center Chapter Strategic Plan Activity Calendar for Fiscal Year 2010-2011

The Calendar of Events for the Strategic Plan is a very specific and date-oriented document and is divided into months for readability and clarification of deadlines. The deadline dates noted are actual dates.

Final Document Submitted by: Thiry Mills, CPS
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