



Ohio Division IAAP Business Plan 2012-13

- I. Broaden the scope of the division.
 - A. Achieve a streamlined, responsive, and flexible organizational structure.
 1. Determine which committees are essential to the operation and marketing of the division and eliminate unnecessary activities/refocus efforts to achieve Business Plan goals.
 2. Implement a leadership development program to groom members for holding office or filling committee roles.
 3. Streamline the bylaws to allow for maximum flexibility.
 - B. Open the membership base.
 1. Examine ways to expand membership into a broader range of job titles that now comprise the administrative profession.
 2. Create expanded programs and services to meet the needs of all members.
 - C. Clearly communicate the value of membership.
 1. Clarify the tangible and intangible benefits of membership and develop a prioritized communication plan for programs and services.
 2. Significantly improve the overall communications of the division.
 3. Develop and implement a marketing strategy.
 - D. Establish an annual membership recruitment goal.
 1. Clarify that membership recruitment and retention is each member's responsibility.
 2. Utilize the division Membership Committee to identify, plan, and implement at least three membership recruitment programs a year, involving all chapter members.
 3. Evaluate each membership recruitment program at its conclusion.
 4. Focus at least one communication on geographic areas within the state where there is a larger population/ employer base but membership level is low or nonexistent.
 - E. Establish a virtual chapter.
 1. Determine if there is membership interest in establishing a virtual chapter
 2. Provide membership with adequate information and encouragement in seeking initial charter membership and virtual chapter leadership.
 3. Develop and implement the virtual chapter.
- II. Meet the educational and professional development needs of current and prospective members.
 - A. Encourage participation in the Certification program.
 1. Work with local educators to implement programs and review courses.

2. Provide current members with adequate information and encouragement in seeking certification.
 3. Make potential members aware of the certification programs and their value in career development.
 - B. Provide a broad range of educational and professional development programs at division meetings and seminars throughout the year.
 - C. Promote educational and professional development seminars/workshops that will generate additional revenue for the division.
- III. Increase influence with management and educators to enhance the image, prestige, and financial stability of the division and its members.
 - A. Develop and implement a strategy to raise additional funds for the division outside of member dues.
 1. Solicit corporate sponsorships in the form of cash or products/services.
 2. Determine if any proposed activities would be eligible for grants and apply for all available grants.
 3. Sell products and services that enhance the image of the profession, the association, and the division.
 - B. Become a recognized and utilized management resource.
 1. Develop a speaker's bureau; undertake a speaker development program; and market speakers to local chapters, local area networks, and educational institutions.
 2. Keep a current list of programs, services, and products available from Headquarters that would be of interest to executives and educators. Develop a strategy to increase awareness of these materials within the community.
 3. Utilize the certification programs to gain recognition, acceptance, and prestige for the division.
 - C. Develop a marketing strategy to address managers, educators, students, and all administrative professionals/support staff.
 - D. Increase participation in academic and community activities.
 1. Sponsor student chapters at the local schools. If this is not feasible, explore ways to attract educators and students into the division.
 2. Offer access to association programs and products to educators for their classrooms and be supportive of their efforts by offering scholarships and grants.
 3. Encourage members to volunteer for charitable activities to increase IAAP visibility in the community.
 4. Form a task force to assist in the outplacement of workers impacted by job cutbacks at local businesses.