

Madison Chapter Strategic Plan / Goals for 2011-2012

Officer Goals

President Jeanne Kohl, CAP

1. Send out a Boss's Day Letter in October thanking the bosses of members for their continued support of their administrative professional in IAAP.
2. Admin of the Year Award - would like the bosses to nominate their administrative assistant in March/April and state why their admin deserves the Admin of the Year Award for the Madison Chapter.
3. Listen to the membership and to try to implement their suggestions through a survey.
4. At our November or December meeting, have attendees pick a candy bar that is associated to a table for seating, to mix up the groups and to encourage more networking and getting to know other members better.
5. Put together and donate an "Admin Survivor Gift Basket" and raffle at a meeting to raise for funds for the IAAP Professional and Educational Fund. This will be done in either November or January.

Vice President Julie Dobie, CPS

1. Maintain criteria for the Chapter of Excellence award and submit by the July deadline.
2. Help with the Boss's day letter and Admin of the Year initiatives.

Treasurer Sara Ranney CPS/CAP

1. Present the budget to membership at the September meeting.

Secretary Becky Maas

1. Follow-up with members with an invoice that have RSVP'd to the meeting but do not attend. This will be done within a week after the meeting.
2. Will work on making the reservation process for meetings easier. Becky will be at the hotel around 4:30 p.m. for monthly chapter meetings. Vicki Johnson CPS will sit at the registration table with Becky to greet members. When the meeting starts, Becky will move to the head table for meeting notes, and Vicki will sit at the registration table to collect registrations.

Committee Goals

Bylaws & Standing Rules Committee – Merry Bachim, Chair

1. Will work on getting helpers to go through the bylaw and standing rules review process.
2. Work on getting details on President-Elect duties.
3. Write an article in the newsletter to get information out to members by October.

Website – Jessica Judd CAP, Chair

1. Encourage website use for all members.
2. Create opportunities to help members at the September meeting through the Education and Professional Development program.

Publicity - Nancy McCulley, CPS

Publicize IAAP more this year.

1. Contact a local magazine, such as Brava to do a feature on the Madison Chapter by April 2012.
2. Contact the Madison newspaper or an online publication to publicize the monthly meetings two weeks before the monthly meeting.
3. Contact one of the radio stations and TV stations during APW to feature our Chapter and promote the administrative field.

Newsletter – Judi Will, CPS

1. Publish a chapter newsletter monthly.
2. Continue to have someone photograph at each monthly chapter meeting.
3. Judi will be taking a Microsoft Publisher class in August.
4. Work with Vicki Johnson, CPS to get current emails for members. This is ongoing.
5. Create a spreadsheet to track who receives the newsletter. The team sends guests the newsletter on a quarterly basis.
6. Work with Secretary Becky Maas to highlight library books in the newsletter.
7. Get International mission statement on newsletter for the September newsletter.
9. Get Chapter of Excellence Logo for 2011 – 2012 by September.

Membership Committee - Vicki Johnson CPS, Chair

Would like to focus on the following items:

1. Retention – retaining members we have.
2. Hospitality at the meetings.
3. Greeting members. When new member attends, introduce them to others.
Recruitment Letters – Sending letters to the top Dane County employers.
4. Work with the Marketing Committee to get more ads in the newsletter. This is ongoing.
5. Reaching out to members who have not been attending. Currently there are 32 members who have not attended in the past year.
6. Installation – We have 3 new members this year. Will work on getting the members that were not installed last year, installed this year.
7. Erica Carlson spoke about a free business links newsletter that circulates quarterly in her business park. She contacted the editor, and they are willing to give Madison Chapter IAAP free advertising. The next issue will be sent in November. The deadline is mid October. Erica will submit information about our chapter.

Certification Committee - Vicki Johnson CPS, Chair

Would like to focus on the following items:

1. Publicize the changes that go into effect in November.
2. Will post articles in the newsletter and webpage on a regular basis.

Education & Professional Development Committee - Maureen O'Brien and Gloria Williams, Co-Chairs

1. Use the member interest survey results and emails from members to find potential speakers for our monthly chapter speakers. Below is the current list of speakers for the 2011 – 2012 year.

- September 15- Morgan Tribbey & Jessica Judd "IAAP's Remarkable Website"
- October 20 at Ron Koci, "How's your Customer Service, Technically?"
- November 17-Merry Bachim, "Grammar Pet Peeves" (meeting at Care Fusion)
- December 8 – Rachael Rasmussen, Rescue Desk Virtual Assistant Services
- January 19-Larry Cockerel "Mastering the Art of Public Speaking"
- February 16-New Horizons Computer Learning Center "Newsletter & Brochure Design"
- March 15 –Robb Zbierski, Deliver Freedom Memory Training Workshop
- April 19 – Lynne Woida, "Be a Business Partner to the Boss - The Practical Art of Managing your Manager".
- May 17-Election of Officers
- June 21- Craig Burk "Productivity Power for Administrative Professionals".

Resource Development Committee - Jean Niehus CPS, Chair

1. 5% increase in profit for Nut Sales to be held September - November.
2. Look at the following fundraising activities for 2012:
 - Amazon.com Book Donations
 - Yankee Candle Fundraising
 - Book Fair

APW Seminar Committee - Wendy Schmidt, Chair

1. Talk to Paula Romeo about partnering again with the UW Madison Business School for APW seminar in February/March.
2. Wendy is going to ask if UW Madison would let us have a book fair.

Nominations Committee - Morgan Tribbey CPS/CAP

1. Work on awareness to members and get information about officer roles to members sooner. Plug what each position does ahead of time. Will start doing this in February.

Officer Liaisons to Committees

Each officer is going to work with each of the committees. If a committee chair has a question for the officers, they can reach out to their liaison.

- Bylaws & Standing Rules - Jeanne Kohl, CAP
- Communications - Julie Dobie, CPS
- Membership - Julie Dobie, CPS
- Education & Professional Development - Becky Maas
- Resource Development – Sara Ranney, CPS/CAP
- WI Division Liaison – Irene Scallon CPS

Student Scholarship

Madison College instructor Lynn Baldwin asked if members could volunteer to sponsor a student to attend one of our meetings. President Kohl will bring up the sponsorship at the September meeting.