



International Association of Administrative Professionals



Hawthorn Chapter

Go for the Goal!

Strategic Business Plan 2011-2012



Missouri Division

Hawthorn Chapter Strategic Business Plan

In support of the IAAP Strategic Plan and that of Missouri Division, Hawthorn Chapter has developed a plan focusing its programs and services on the “Career Minded Administrative Professional.”

Hawthorn Chapter’s Strategic Plan shall serve as a guide for future leadership and as an outline to guarantee ongoing member satisfaction.

Hawthorn Chapter shall strive to become a Chapter of Excellence, and pledges to be a resource for its members and to maximize the value of IAAP membership through its mission, purpose, objectives, and vision.

Hawthorn Chapter is committed to helping its members become a Member of Excellence by encouraging them to become active and involved in the association, always keeping in mind the vision, purpose, and objectives of IAAP.

Leadership Development and Member Engagement

Hawthorn Chapter shall strengthen its membership by increasing our number of members with leadership qualities and ambitions, and by providing maximum opportunities for leadership development, learning, and growth to its current members. Our plans for accomplishing this are three-fold:

- We will reach out to employers to encourage them to invest in their administrative professionals by offering their *support* in the areas of training and educational opportunities, and *financial assistance* with membership costs.
- We will encourage mentoring and coaching of new members, and encourage them to “take a leap of faith” out of their comfort zone. We will encourage networking within our membership so each member can use their talents, skills, and areas of expertise to offer mutual assistance to other members, and service to our chapter. Hawthorn Chapter was chartered in 1944 and has many “seasoned” members with a lot of knowledge to offer the “new-comers” to the chapter.
- We will conduct an annual survey of our members to get an understanding of their professional development needs and interests. We will plan and prepare informational and educational programs throughout the year to enhance learning, experience, leadership skills, and growth of our members based on the information we receive from our survey. Our programs will be geared to our members stated interests and needs.

Each member of Hawthorn Chapter is encouraged to get involved in the leadership of the chapter at some point during their membership. We believe it takes several people to make the chapter run effectively. Each person has their own unique talents and ideas that they bring to the chapter. Thus, the more members who are involved, the stronger the chapter will be.

Communications

Hawthorn Chapter has expanded the ways members can locate and connect with each other:

- We offer an annual yearbook with current member information
- We encourage members to access the Chapter, Division, and International websites.
- We are currently considering having a Facebook page for member interaction.

The chapter maintains a website that lists the programs offered by the chapter during the year, with meeting location and time, as well as copies of our newsletters. We will be adding our Bylaws, an application to join IAAP, and information on dues/costs to join. It is also a source of member information, both personal and professional, for all Hawthorn Chapter members. We post updates of our members' accomplishments, and the news they wish to share.

E-mail is used to keep the members updated on events happening in IAAP at the Chapter, Division, and International level. These emails are sent out by the Chapter President, or Social Committee Chairperson.

A monthly newsletter is issued by the chapter. The newsletter features articles submitted by the Hawthorn Board as well as its chapter members. Each month, we provide information about the upcoming meeting, and a summary of the past chapter meeting, which helps keep members informed of information that they missed if they were unable to attend. The newsletter includes Chapter, Division, and International IAAP information, maps and driving directions to meetings, reminders, updates, and any other information we believe would be of interest to our members. We accept and encourage information submitted by our members.

Marketing

Hawthorn Chapter has members from various age groups. Each generation has its own needs and expectations. Thus, we are promoting the chapter in various ways as to reach as many age groups as possible. We will annually assess our membership demographics, and target our programs toward the ever-changing needs of our members.

We have developed a Chapter brochure that outlines the goals and core values of IAAP, and its mission statement. The brochure also outlines Hawthorn Chapter's leadership structure, annual events, and membership benefits.

Hawthorn Chapter is open to using the media to promote itself, and to publish meeting information. We intend to conduct a marketing campaign to promote our Chapter in Springfield and the surrounding area. It is our goal that every office professional in our area has the opportunity to know about IAAP, and the benefits of Hawthorn Chapter membership.

Resources

Identifying and meeting the needs of its members is a key to ensuring the organizational health of our chapter. It is intended that the chapter establish and conduct a member survey annually. This will ensure that the members' needs are being met to the best of the chapter's ability.

We will promote our Chapter, Division, and International websites, and encourage our members to take advantage of the webinars, podcasts, training, blogs, and other information available to them. We are in the process of adding more information to our website, to keep our members informed and aware of all that IAAP has to offer.

Prepared and Submitted by 2011-2012 Hawthorn Chapter Board Members

Diana Chase – President

Elizabeth Willingham – President Elect

Julie Clark, CPS/CAP – Treasurer

Karen Doman – Secretary