



International Association of
Administrative Professionals®
Pikes Peak Chapter



Strategic Plan

Pikes Peak Chapter

2011-2012

Strength's

- **Integrity**
- **Communication**
- **Perseverance / Determination**
- **Networking**
- **Good Leadership Skills**
- **Good Soft Skills**
- **Organization**
- **Decision Making**
- **Motivation**

Weaknesses

- **Publicity / Marketing**
- **Culture – Admins Not Valued**
- **Lack Of Communication From Leadership**
- **Participation (Once A Member)**
- **Development Of Chapter Leadership**
- **Keeping Interest In Membership**
- **Social Networking**

Opportunities

- **Work Force Trends / Expectations**
- **Meet People / Networking (International)**
- **Educational / Increase Knowledge**
- **Move Outside Your Comfort Zone**
- **Enhance Career / Certification**
- **Personal Growth And Recognition**
- **State Of The Art Technology**
- **Support (Personal / Professional)**
- **Reach The Younger Generation**
- **Mentorship**
- **Follow Up With Potential And Ex-members**
- **Follow Up With APW Event Attendees**

Threats

- **Lack Of Time / Competition From Other Orgs/Other Commitments (Family, Church, School, Activities, Etc...)**
- **Not Supported By Family Or Employer**
- **Not Well Known**
- **Unemployment**
- **Economy**
- **Lack Of Member Retention**

SWOT

Assessment

Strength's	Total 2010-2011	Total 2011-2012
Integrity	25	25
Communication	17	22
Perseverance / Determination	15	19
Networking	15	19
Good Leadership Skills	17	21
Good Soft Skills	19	19
Organization	19	21
Decision Making	23	23
Motivation	17	19
Weaknesses		
Publicity / Marketing	5	10
Culture / Admins Not Valued	13	20
Lack Of Communication From Leadership	11	15
Participation (Once A Member)	9	25
Development Of Chapter Leadership	13	13
Keeping Interest In Membership / Retention	9	25
Social Networking	New	15
Opportunities		
Workforce Trends / Expectations	15	03
Meet People / Networking	11	01
Educational / Increase Knowledge	15	03
Move Outside Your Comfort Zone	11	03
Enhance Career / Certification	17	03
Personal Growth And Recognition	17	25
State Of The Art Technology	9	01
Support (Personal / Professional)	11	03
Reach The Younger Generation	New	15
Mentorship	New	15
Follow Up With Potential And Ex-members	New	15
Follow Up With APW Event Attendees	New	15
Threats		
Lack Of Time/Competition From Other Orgs/Other Commitments (Family, Church, School, Activities, Etc...)	15	15
Not Supported By Family Or Employer	11	20
Not Well Known	7	15
Unemployment	New	25
Economy	New	25
Lack Of Member Retention	New	25

Baseline

- **Pikes Peak Chapter Board Addressing The Membership's Needs?**
 - **Board Is Very Effective In Meeting The Needs Of The Members. Presents Valuable Information And Numerous Opportunities For Involvement Which Provides Personal And Professional Growth**
 - **Do More To Reach Out To Members That Don't Come To Meetings And Try To Get Them Involved In The Chapter Activities**
- **Changes Or Improvements For The Pikes Peak Chapter**
 - **Help Build New Careers And Directions After Retirement**
 - **Work On Getting The Word Out About Both Our Chapter And IAAP**
 - **Change Structure Of Monthly Meetings (Less Time On Business Section)**
 - **Research The Speakers (Relate To All Levels Of Administrative Support)**

Baseline (cont.)

- **Pikes Peak Chapter's Reputation**
 - **Within The Chapter Good But Not Well Known Around Our Community**
 - **Not Well Known, Would Help If We Participated In More Volunteer Events**
 - **Not As Good As It Should Be. We Need More Professionalism, Friendly Environment At Chapter Events/Meetings**

Baseline (cont.)

- **Growth Areas To Target**
 - Membership Retention
 - Member Participation
 - Colleges, Hotels, Possibly Look At Partnering With Other Organizations
 - Corporate Visits With Brochures And Membership Information
 - Name Branding

Baseline (cont.)

■ **Goals To Have The Chapter Strive For This Year**

- **Community Involvement**
- **Retention**
- **Increase Membership**
- **Hold Two Outside Meetings With Organizations To Build New Members**
- **Members To Present One Of Our Programs**
- **Mentoring/Buddy Program**

Baseline (cont.)

- **Promote Or Publicize The Chapter This Year**
 - **Contact Other Professional Organizations In Town(i.e: Sales, Executive, Project Management, Chamber Of Commerce) To Give Presentations On IAAP And Certification**
 - **TV & Radio Stations, Newspapers**

Baseline (cont.)

- **Corporate Sponsors Of Value Or Utilize Better**
 - **Look At Having Them Provide A Speaker Or Topic**
 - **Make More Contact With Sponsors/Invite Them To One Of Our Chapter Meetings, Follow-up With Possible Membership Opportunities**
 - **Provide A List Of Our Corporate Sponsors And Visit Their Local Business To Thank Them Personally And Ask How They Can Best Support Our Organization**

Baseline (cont.)

- **Membership Drive Improvements**
 - **Advise From Corporate Sponsors And Send Information For Them To Possibly Have Someone Attend**
 - **Work More Time In For Informal Discussion/Questions & Answer Period**
 - **Get Better Advertisement/Word Of Mouth**
 - **Assign A Mentor To New Members To Help Them Understand**

Baseline (cont.)

■ Risks In Members Membership

- Financial Burden (Make It Beneficial To Members)
- Getting Management Support (Constantly Selling The Benefits)
- Time

■ Prevents Member From Attending Monthly Meetings

- Time Management (Monthly Meetings Are Essential And Not Bumped Unless Absolutely Necessary)
- Working Late
- Don't Find A Reason Or Purpose To Attend

Pikes Peak Chapter Mission Statement

**To Enhance The Value, Image,
Development, And Influence
Of Administrative
Professionals In The
Pikes Peak Region**

Pikes Peak Chapter Vision

**To Be The Thriving Focal
Point For
Leadership, Development,
And Networking For
Administrative
Professionals**

Core Values

- **Integrity** – We demonstrate this cornerstone of our profession through honesty, accountability and high ethical standards.
- **Respect** – We create respect within our profession and association through listening, understanding and acknowledging member feedback.
- **Adaptability** – We ensure the success of our association by embracing positive change and by nurturing diversity, creativity and visionary thinking.
- **Communication** – We cultivate and maintain excellence by remaining approachable at all levels, communicating openly and building strong relationships.
- **Commitment** – We are steadfast in our goals to develop learning opportunities for career-minded administrative professionals and to strengthen efficiency and effectiveness.

Objectives for Short Term Goals – 1 year

- **Membership Growth by 10%**
- **POC: Membership Committee**
 - Recruit 8 new members from July 1, 2011 - June 30, 2012
 - Hold two EYC's (Membership Drives) in the months of October and April
 - Give presentation during APW on ROI and Membership
 - Increase the media exposure (facebook, twitter, TV, radio, and newspapers)
 - Put together a challenge or contest to membership to bring a guest to EYC/chapter meetings (prizes?)

Objectives for Short Term Goals – 1 year

- **Membership Retention -Maintain 90%**

 - POC: Membership Committee**

 - **Membership Committee volunteers will call every Chapter Member to build a relationship, engage and encourage them to come to meetings/events, or find out why they don't come to the meetings**
 - **Membership Committee volunteers will contact members that have missed two meetings in a row to find out their status**
 - **Membership Committee volunteers will call the members two months before their renewal date**
 - **President - Elect will call each member that shows up on the second billing report**

Objectives for Short Term Goals – 1 year

- **Increase Web Community Usage**
- **POC: Webmaster**
 - Will have a program/training at one of the chapter meetings
 - Develop hands-on one-on-one training sessions at the monthly meetings for those that need assistance (members will bring in laptops with WIFI for their use)
 - Direct more information to the Website (challenge members at the meetings, put a question in newsletter - The answer will be posted on the website)
 - Webmaster to report to the chapter President monthly on the volume usage

Objectives for Long Term Goals – 2 to 3 years

- **Develop a presentation to give to businesses and develop key personnel to deliver the message**
- **POC: Membership Committee**
 - **Develop a brochure to handout to the Executives at APW**
 - **Investigate the feasibility of producing a promotional DVD/CD “What is in it for me and my executive”**
- **Increase interaction with Corporate Sponsors**
- **POC: Board of Directors**
 - **Invite corporate sponsors to one of our chapter meetings**
 - **Schedule an after work social with the corporate sponsors**
 - **Send thank you letter/post card (or combination), invitation to any chapter events**

Action Plan

- **POC's to brief status on objective's each month to the chapter President to review with the Board of Directors**
- **Pikes Peak Chapter Board of Director's monitor progress against objectives**
- **Pikes Peak Chapter Board of Director's correct and revise objectives per comparison of actual results against original objectives**
- **Pikes Peak Chapter Board of Director's establish an annual review of Strategic Plan and expand the Plan as it matures**