



STRATEGIC PLAN

2009 - 2010

I. Broaden the scope of the Pennsylvania Division

A. Achieve a streamlined, responsive, and flexible organizational structure.

1. Implement a leadership development program to groom members for holding office.
2. Streamline the chapter bylaws to allow the maximum flexibility.
3. Ensure essential committees are in place.

B. Clearly communicate the value of membership.

1. Promote the benefits of membership in IAAP.
2. Educate members and prospective members via the Web Community (www.iaap-pennsylvania.org).
3. Encourage participation in community activities.

C. Recruitment and Retention

1. Utilize the Division Membership Committee to identify, plan, and implement at least two membership recruitment programs.

II. Meet the educational and professional development needs of current and prospective members.

A. Encourage participation in the Certification program.

1. Provide current members with adequate information and encouragement in seeking certification.
2. Make potential members aware of the certification programs and their value in career development.

B. Present a broad range of educational and professional development programs at the Division and Chapter level.

1. Create expanded programs and services to meet the needs of all members.

C. Provide chapters with educational resources.

1. Maintain a speaker's bureau and market speakers to local chapters.
2. Maintain a list of programs available at the Division level for chapter professional development.