

**CHARLOTTE CHAPTER IAAP®**  
**STRATEGIC PLAN FOR 2010 – 2011**

December 14, 2010

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**IAAP MISSION:** Enhance the success of career-minded administrative professionals by providing opportunities for growth through education, community building and leadership development.

**TEAM MISSION:** Let's ignite that "Passion" inside of us and fulfill our "Purpose" with the Charlotte Chapter.

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- I. Expand awareness of IAAP to key corporations**
  - a. Share benefits of IAAP with at least five local corporations in government, public, for-profit and private sectors.
  - b. Present or send a presentation to these corporations through human resources as well as issuing press releases.
  - c. Have a meet and greet with corporations' administrative professionals staff.
  
- II. Engage in active membership recruitment and retention**
  - a. Offer incentives to existing members so they will want to invite a guest to attend.
  - b. Clearly communicate IAAP benefits and values to members.
  - c. Assess new member's strengths and abilities, involve them immediately and assign them with a mentor.
  - d. Endeavor to make the environment fun; implement creative team building activities that will cause members to want to be in attendance.
  
- III. Meet educational and professional development needs of current and prospective members**
  - a. Continue to offer quality monthly programs.
  - b. Offer an educational workshop on "learning critical skills that will enhance you as an administrative professional."
  - c. Acknowledge accomplishments of certification and professional development (advancement or leadership on work projects, new training, accepting a new position and/or volunteer work inside the workplace as well as externally).
  - d. Implement a leadership development program to ensure succession planning for future Board roles.
  
- IV. Prosper & Be Competitive**
  - a. The Board is working closely together to make certain the Charlotte Chapter is a top competitor in the 2010-2011 Chapter, North Carolina Division and International awards competition.
  - b. Provide a table at the Charlotte Chapter's annual membership recruitment meeting showcasing the various opportunities to be involved in to enhance team and leadership skills.
  - c. Publish awards competition information online in the member's only section.