SIM
WHERE IT LEADERS CONNECT
CAPITAL AREA

SIM Capital Area

Strategic Plan Update

Annual Chapter Leader Meeting
October, 2020

SIM WHERE IT LEADERS CONNECT
CAPITAL AREA

Background

- SIMCAC was SIM's first chartered chapter (1979)
- By the summer of 2017, our chapter had lost momentum, membership and member engagement was declining, and key chapter leaders had announced that they were going to step down by the end of the year
- The loss of momentum was attributed to a number of reasons, including:
  - Changes to rules impacting federal employees' ability to expense professional association dues
  - Increasing commute times,
  - Increased market penetration by for-profit CIO event companies, and
  - A general lack of awareness about SIM and our local chapter
- A small group was charted by the board to develop a strategic plan to revitalize the chapter
- Thanks to a number of SIM leaders, we were able to crystalize our vision and distill a number of strategies to bring the chapter back to life. Special thanks to:
  - Past SIMCAC board members
  - Caren Shiozaki – Arizona
  - Laszlo Gonc – Chicago
  - Andrew Jackson – Dallas / Fort Worth
  - James Bowen – Boston
  - Pat Randall – Boston
- Our strategic plan was approved in December of 2017 and execution started immediately

SIM WHERE IT LEADERS CONNECT
CAPITAL AREA

A Vision for the Future

In 3 years, SIMCAC will be a highly prestigious, influential, effective, and valuable community of senior information technology leaders in the National Capital Area, with…

A robust set of high value offerings for our membership

Providing:

- High quality professional networking
- Education and professional development
- Rewarding opportunities to give back to our communities and profession

Recognizing:

- Role, geographic and seniority differences among our membership
- Changing industry demographics
- How technology will continue to influence how associations like ours deliver services to their membership

An agile, effective, and well equipped leadership organization

- Engaged and incentivized volunteers
- Deep chapter leadership pipeline
- Robust technology infrastructure
- High-value partnerships that extend our capabilities and reach
- Operational excellence in critical areas such as member recruitment/retention, programming development and delivery, communications, and fundraising
- A balance sheet and budget that allows us to close capability gaps and expand our offerings

A clear and well known brand

- Exceptional branding and marketing that tells our story and resonates with prospective members
- A digital presence that supports and enhances our brand
- Resources enabling members and partners to represent and promote our brand
- That professionals want to be integrally associated with

And a culture rooted in our shared core values

Stewardship

We are responsible for ensuring that SIM's first chartered chapter has a future that honors it's timeless mission and rich past

Collaboration

We advance each other and our profession, which makes all of us stronger and more effective

Continuous Learning

Our thirst for learning leads to open minds, which leads to greater opportunity

Impact

We build value, make a difference, and leave a legacy

Respect

We demonstrate respect through the integrity and confidentiality of interactions with one another and the communities we serve

Innovation

We embrace innovation and change, constantly improving our ability to fulfill our mission

Service

We have a professional and personal obligation to address the IT workforce shortage and to develop the next generation of leaders

SIM WHERE IT LEADERS CONNECT
CAPITAL AREA

Strategic Plan 2018-2021 Overview

	GOALS	HOW WE WILL ACHIEVE THEM
1	Create a robust, sustainable, and engaged leadership organization	• Add additional board and/or committee positions to provide sufficient bandwidth to execute our strategy • Develop a chapter leadership pipeline
2	Develop top-notch professional development and networking offerings	• Extend event capability by augmenting our existing event partner • Better leverage high-value national offerings (SIGs, Mentoring, MIT) • Diversify meeting formats to maximize attendance and engagement • Encourage and facilitate informal M2M connections & small groups • Expand our social event calendar
3	Grow (and retain) the value and size of our network	• Provide CXO exclusive offerings • Grow the membership tent • Partner with event and recruiting firms to better reach prospects • Incentivize member referrals and retention effort participation
4	Expand STEM Outreach Program	• Develop the “Malfesi Foundation” to maximize the value of our outreach efforts and funds • Connect interested members with STEM partners (mentoring/speaking opportunities)
5	Raise our Profile	• Develop clear branding and marketing communications that resonate • Equip and empower members and partners to promote our brand • Modernize our technology platform and members’ digital experience • Build a reputation as strategic thought leaders though social media engagement and PR efforts

SIM CAPITAL AREA
WHERE IT LEADERS CONNECT

Progress executing our strategic plan

- Creating a robust, sustainable, and engaged leadership organization
  - Added 2 new board positions, restructured roles and responsibilities, and built committees of volunteers to support communications, programming, and membership
  - Recruited new talent to the board (7 of our 11 current board members are new since 2017 and that number will increase to 9 of 11 as we move into 2021)
  - Added a contract position to handle social media marketing and newsletter generation
- Developing top notch professional development and networking offerings
  - Diversified our meeting locations and formats, resulting in a dramatic increase in attendance
    - Typical monthly in-person meetings were regularly attracting 50-80 people prior to COVID
    - Virtual meetings since COVID are still attracting 30-50 attendees, even considering an increase in the number of events
  - Initiated a monthly CxO breakfast series, which is regularly attended by 20 Head of IT members
  - Launched a formal sponsorship program and raised over $112,000 to-date
- Growing (and retaining) the value and the size of our network
  - Doubled our size in the first 2 years and we were on track to at least triple our size by the end of this year (before COVID)
  - New members are increasingly part of our primary demographic (Head of IT and their directs)
- Expanding our STEM Outreach Program
  - Increased the regularity and amount of our charitable contributions, and this year (due to the success of our new Golf Outing) we expect to donate 50% more relative to the amount we donated in each of the past 2 years
- Raising our Profile
  - Developed a simple and easily communicated value proposition of membership
  - Launched a weekly email newsletter, growing from approximately 300 to over 750 local IT leader subscribers
  - Went from no LinkedIn presence to an active company page with 330 followers with a consistent month over month increase in new followers
  - Doubled our Twitter following and tripled our monthly impressions