



## SACRAMENTO CHAPTER - 2016

### Mission Statement

Expand the knowledge and expertise of Government Meeting Professionals through education, training, advocacy and industry relations to ensure cost-effective meetings and provide added value to each organization.

### Vision Statement

The Sacramento SGMP Chapter is universally recognized within the industry as the premier resource for the government meeting profession.

#### **1<sup>st</sup> STRATEGIC FOCUS      Membership**

OBJECTIVE: Increase membership by 14 members.

TARGET: Recruit   Retain   Reclaim

GOAL: Recapture ranking as 3rd largest chapter in the nation.

ACTIONS: Maintain and increase membership by recruiting members who are likely to be retained and who express an interest in becoming active in the chapter. Not just adding members who will never participate for the sake of increasing our membership. Create a new member flyer that outlines the benefits of joining our chapter. Membership Board Liaison will continue to send personal email messages to thank prospective members who visit our chapter and to encourage them to contact us if they have any questions or need resource information for their meeting planning. Advertise in the MPI newsletter to increase our visibility and try to convince their members of the benefits of dual membership.

#### **2<sup>nd</sup> STRATEGIC FOCUS      Education**

OBJECTIVE: To provide quality monthly educational programs.

TARGET: Maintain Core Competencies established by nationals.

GOAL: To meet the needs of both planners and supplier members.

ACTIONS: A membership education program survey will be distributed to members. The program committee will compile this information and use as a template when planning future programs.

#### **3<sup>rd</sup> STRATEGIC FOCUS      Volunteer Leadership**

OBJECTIVE: Promote membership participation and active involvement in chapter functions and committee chairmanships.

TARGET: To have each member serve on at least one committee.

GOAL: Increase active membership participation on committees.

ACTIONS: Promote committees to new members, promote committees at new member receptions, develop future committee chairs and board members and have committee chair provide committee explanations during introductions.

#### **4<sup>th</sup> STRATEGIC FOCUS    Visibility & Marketing**

OBJECTIVE: Increase value-added marketing via social media and be accessible to members.

TARGET: Focus on membership wants and needs.

GOAL: Enhance membership perception of the organization and board.

ACTIONS: Post board meetings and minutes on website monthly, be more accessible at monthly programs, identify role in the organization, during introductions at monthly meeting announce if currently serving on board or committee chair.

#### **5<sup>th</sup> STRATEGIC FOCUS    Communications**

OBJECTIVE: Provide relevant, timely and consistent information to our members on an ongoing basis.

TARGET: Membership

GOAL: Provide our membership with up to date, informative and educational information.

ACTIONS: Develop and Execute a Monthly detailed Newsletter in 2016. Change format, ensure deadlines are met and send out on a timely basis. Send out weekly or bi-weekly email blasts to all members announcing upcoming Educational Events, latest News and Special Announcements. Retain and grow Committee Members to assist with communication and deadlines. Keep a consistent presence on all social media channels. Update and change format of website. Set deadline and change as needed throughout the year. Strive to achieve Communications of the Year Award.

#### **6<sup>th</sup> STRATEGIC FOCUS    Financial Stability**

OBJECTIVE: Balance budget.

TARGET: The 80/20 rule.

GOAL: To stay financially secure.

ACTIONS: Review budget (income and expenses) at the monthly board meeting.

#### **7<sup>th</sup> STRATEGIC FOCUS    Building on Strengths**

OBJECTIVE: Identify strengths.

TARGET: Use strengths to build membership.

GOAL: Promote leadership/member development.

ACTIONS: Teambuilding exercises at board retreat for sharing with members quarterly. Create a survey for each member to write down at least 3 of their strengths and we can then summarize them according to the committees. Each BOD liaison can help recruit and build the NEWBIES.

**8<sup>th</sup> STRATEGIC FOCUS    Ethics, Governance & Operations**

OBJECTIVE: Educate membership on policies and procedures.

TARGET: Chapter membership

GOAL: Create perception of transparency.

ACTIONS: Update website and have more information available on website, better promotion of national website tools.

**9<sup>th</sup> STRATEGIC FOCUS    Relationships with National**

OBJECTIVE: Identify national board membership and headquarters staff along with each chapter in our region.

TARGET: National Board, Headquarters Staff and all the chapters in our region.

GOAL: To have a better understanding about national board and staff guidelines and operations.

ACTIONS: Turn in required items by due dates. Have representation on relevant national calls. Invite Region 7 representative to a chapter event. Share national news with other board members and chapter members in a timely manner. Explore the "Star Chapter" program/software.