



June 2014
MICHIGAN CHAPTER BUSINESS PLAN

Our mission is to enhance the knowledge and expertise of government meeting professionals.
Our objectives are to improve the quality of, and promote the cost-effectiveness of, government meetings.
SGMP is the only national organization in the U.S. dedicated exclusively to government meetings.
SGMP delivers our membership value through education, resources and networking.
SGMP has nearly 4,000 members in 31 chapters nationwide.
Get connected to government meetings — plug into SGMP.

STRATEGIC FOCUS 1: MEMBERSHIP (FOCUS ON FOR 2014-2015)

Recruit	Retain
Reclaim	Branding

STRATEGIC FOCUS 2: VOLUNTEER LEADERSHIP (FOCUS ON FOR 2014-2015)

Take Ownership	Learn Continuously
Revitalize with Succession Planning	Emphasize Sustainability

STRATEGIC FOCUS 3: EDUCATION, RESOURCES & NETWORKING (FOCUS ON FOR 2014-2015)

Products & Services Driven by/Aligned with Mission	Education
Resources	Networking

STRATEGIC FOCUS 4: ETHICS, GOVERNANCE & OPERATIONS

Ethics & Integrity	Customer Service Culture
Bylaws, Policies & Procedures, Robert's Rules of Order	Enacting Appropriate Roles & Structure

STRATEGIC FOCUS 5: COMMUNICATION (FOCUS ON FOR 2014-2015)

Engage in Dialogue Openly & Effectively	Maximize Chapter Newsletter & GC magazine
Utilize Emails & Social Media	Prioritize Transparency

STRATEGIC FOCUS 6: FINANCIAL STABILITY

Budget Creation Process	Budget Monitoring Process
The 80/20 Rule	Cash Reserves

STRATEGIC FOCUS 7: VISIBILITY & MARKETING (FOCUS ON FOR 2014-2015)

Presence in the Marketplace	Differentiation within the Marketplace
Alliance Building with Agencies	Alliance Building with Industry Associations

STRATEGIC FOCUS 8: BUILDING ON STRENGTHS

Organizational Adaptability	Membership Evaluations
Leadership Development	Being Great at One Thing vs. Being Average at All Things

STRATEGIC FOCUS 9: RELATIONSHIPS WITH NATIONAL (FOCUS ON FOR 2014-2015)

With the National Board	With Your Region
With Other Chapters	With Headquarters Staff



CHAPTER: MICHIGAN

1st STRATEGIC FOCUS: EDUCATION (Professional Development Services)

OBJECTIVE: Provide educational programs to assist members

ACTIONS:

- Annual Calendar of Programs including core competencies
- Educational programs that attract attendees and continue to grow the monthly attendees
- Grow GMS completion
- Explore Proctored exam
- Annual Education Conference grow attendance to 100 attendees
- Strive to Attain “Program of the Year” from National

2nd STRATEGIC FOCUS: MEMBERSHIP

OBJECTIVE: Increase membership to 160 people

ACTIONS:

- Focus on membership *retention*
- Have State Government Planners post our Meeting notices in State buildings
- Recruit from State Government Departments
- Develop template to send to monthly meetings Guests for feedback and encourage membership
- Develop template to send to members who didn't attend meetings “sorry we missed you”
- Strive to attain National Membership Award by increasing membership
- 2 membership drives (November / March)
- Utilize hand-written notes to reach out to members who haven't attended lately, to sponsorships, and to guests.

3rd STRATEGIC FOCUS: COMMUNICATIONS

OBJECTIVE: Provide timely information about chapter activities

ACTIONS:

- Continue with format of quarterly newsletter on a timely basis
- Add additional committee members to assist with newsletter content
- Share GMS focus and reminders about checking your GMS status
- Schedule CGMP Program in Michigan
- Develop video testimonial on both Michigan Chapter and National for our website
- Utilize monthly schedule as a template for FaceBook posts
- Continue to utilize email blasts to members
- Better utilize our LinkedIn page as a marketing tool
- Focus on upgrading our presence on Facebook
- Strive to attain COY from National
- Increase percentage of survey responses and opened emails
- Explore Google analytics

4th STRATEGIC FOCUS: VISIBILITY & MARKETING & SPONSORSHIP & ADVERTISING

OBJECTIVE: Promote SGMP activities to grow awareness

ACTIONS:

Continue to attend tradeshow to market SGMP

Press releases for achievements of MiSGMP and members

Continue with bundling sponsorship format – Deadline August 1st

5th STRATEGIC FOCUS: LEADERSHIP DEVELOPMENT

OBJECTIVE: Grow leadership roles from within membership

ACTIONS:

Increase committee membership by reaching out to those who ran for officer positions to see if they want to get more involved by serving on a committee or chairing a subcommittee.

Utilize committees throughout the year to get the membership more involved and to lessen the burden on current board members. Minimally hold quarterly conference calls.

6th STRATEGIC FOCUS: RELATIONSHIPS WITH NATIONAL

OBJECTIVE: Maintain positive working relationship with National Board, National Staff and Other Chapters

ACTIONS:

Turn in all required items by due dates

Share tips discovered/created with other StarChapter website users

Invite Rob Coffman to attend AEC to promote anniversary celebration

Explore potential NEC sponsorship from Michigan Chapter

Submit “To Pour or Not To Pour” program to National for NEC session and for the Chapter Program bank