

The One Page Strategic Plan

MISGMP 2011-2014

Vision

Within the next 3 years we will continue the growth of the nationally recognized MISGMP into a **Premier State preferred organization** providing **High Value Membership return** including:

- **Nationally recognized relevant Professional Development Services**
- **Timely Quality Communications**
- **Relationship Building Opportunities for a continually growing membership of 160 members**

between Public and Private Meeting Industry Members associated with the Government Sector with an annual budget of **\$60,000**.

Mission

The purpose of the MICHIGAN CHAPTER of the Society is to support the Society of Government Meeting Professionals' mission and objectives.

The Society is a national organization dedicated to improving the knowledge and expertise of individuals in the planning and management of government meetings through education and industry relationships.

Objectives

- Develop and host regular relevant Professional Development services
- Publish and disseminate timely communications
- Provide opportunities for relationship building
- Develop methodologies and practices to attain an annual operating budget of \$60,000
- **Become a Premier State preferred organization by gaining more State Members**
- **Increase Actual Membership by 16 members / year**

Strategies

- **Become a Premier State preferred organization by gaining more State Members**

- **Gain Memberships from all State Government Departments**
- **Gain Government rates for State Events from Preferred Member Vendors**
- **Provide SGMP Brown Bag presentations for State Department Heads and Administrators and Civil Servants**
- **A.E.C.**
- **Recruit State Speakers for SGMP Professional Development Sessions**

- **Increase Actual Membership by 16 per Year**

- **Promote SGMP through printed fliers and magazine advertising**
- **Develop Social Media and Google Ad Campaign Committee**
- **Develop and hold recruiting presentations for specific target organizations such as the I.S.D. Administrators and School District Secretary Associations**
- **Develop Sponsorships for other organizations and for SGMP**

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Strategies

- **PROFESSIONAL DEVELOPMENT SERVICES:**

- **Clarify the types of information sharing**
- **Clarify the transfer of CMS into GMS and set new enrollment figures**
- Increased Professional Development sponsorship
- Develop listing of preferred vendors

- **TIMELY COMMUNIATIONS**

- Sharing of Information
- Increase active use of List Serv
- Publish Supplier profiles
- Publish Planners RFP's
- Monitor and publish Website and related Links its, hits and bounces

- **RELATIONSHIP BUILDING**

- **Increase membership to 160 over 3 years**
- **Develop listing of preferred vendors**
- Develop and Publish Core Value Statement
- Publish and Promote Professional Development programming
- **Continued development and use of Website for advertising and registration of events**
- Increase Sponsorship partnerships
- Increase active use of List Serv

- **FUNDING**

- Increase sponsorships
- Increase annual dues fund-sharing through increased membership
- Increase Membership Fees as per new SGMP membership levels
- Clarify and Increase Advertizing Fees