



CHAPTER OPERATIONS PLAN 2016–2017

Our mission is to enhance and promote the 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.

STRATEGIC FOCUS 1: MEMBERSHIP

Recruit	Retain
Reclaim	Branding

STRATEGIC FOCUS 2: VOLUNTEER LEADERSHIP

Take Ownership	Learn Continuously
Revitalize with Succession Planning	Emphasize Sustainability

STRATEGIC FOCUS 3: EDUCATION, RESOURCES & NETWORKING

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

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

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

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



Customized 2016-2017 Chapter Operations Plan for Michigan

STRATEGIC FOCUS 1 MEMBERSHIP

- OBJECTIVE:** Increase membership to 150. Maintain MiSGMP as 2nd largest chapter of SGMP.
- ACTIONS:**
- Increase and maintain membership; actively work to engage members.
 - Send monthly membership emails.
 - Reach out to guest attendees and follow-up regarding joining.
 - Establish a welcome committee to greet and welcome members at monthly meetings.
 - Continue to use templates consistently. (i.e. New Member Welcome; Sorry We Missed You – to members who did not attend)
 - Distribute a Renewal Benefit FAQ Sheet and Top 5 Reasons to Renew promo.
 - Distribute MiSGMP membership recruitment business cards to current members; encourage recruitment efforts.
 - Create email template for members to use to email/recruit potential members.
 - Continue to have state government members post our meeting notices/flyers in state buildings.
 - Send handwritten cards thank you notes to members.
 - Strive to attain Membership Award.

STRATEGIC FOCUS 2 VOLUNTEER LEADERSHIP

- OBJECTIVE:** Encourage and expand volunteer and leadership roles.
- ACTIONS:**
- Utilize committees to get the membership more involved.
 - Highlight work of committees as relevant during monthly meetings and invite/encourage member participation.
 - Introduce committee chairs in State of the Chapter address at AEC and have each chair give a brief description of the work of the committee.
 - Post committee descriptions, chairs and contact information on website.
 - Annually email committee information to members and invite/encourage participation.
 - Provide chapter planner and supplier scholarships to AEC and NEC; add student scholarships to AEC.

STRATEGIC FOCUS 3 EDUCATION, RESOURCES AND NETWORKING

- OBJECTIVE:** Provide relevant and timely education programs to attract and support members.
- ACTIONS:**
- Create and Publish an Annual Calendar of Programs including core competencies by September 15; including topics and course descriptions as available.
 - Provide educational programs and speakers that attract attendees and grow monthly attendance.
 - Grow the Annual Education Conference attendance to 100.
 - Actively market and grow GMS participation.
 - Strive to attain Program of the Year Award.

STRATEGIC FOCUS 5 COMMUNICATION

- OBJECTIVE:** Provide relevant, timely and consistent information
- ACTIONS:**
- Execute a detailed timeline calendar for all communications.
 - Create a consistent presence on social media (Facebook, Instagram, Linked In, Twitter).
 - Replace quarterly newsletter with a monthly e-news update (beginning August 2016) with relevant and timely information including monthly meeting reminder and previous monthly meeting recap.

Create and post video or live stream testimonials on website.
Retain and grow committee members to assist with communication.
Understand and utilize Google and Facebook analytics.
Strive to achieve Communications of the Year Award.

STRATEGIC FOCUS 7 VISIBILITY AND MARKETING

OBJECTIVE: Promote MiSGMP activities to grow awareness of the chapter and the society

ACTIONS: Continue to attend tradeshow to market MiSGMP.
Utilize a live poll during a MiSGMP meeting.
Continue with sponsorship bundling format. Reach out to prior bundle sponsorship partners for first right of refusal.
Create/distribute/sell MiSGMP promotional items (i.e., pins, shirts, stickers).

STRATEGIC FOCUS 9 RELATIONSHIPS WITH NATIONAL

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

ACTIONS: Turn in all required items by due dates
Submit *To Sue or Not To Sue: A Case of Contract Violations* program for National for 2017 NEC session and for the Program Bank.
Have representation on relevant national calls and committees.