



## CUSTOMIZED 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 2,500 members in 30 chapters nationwide.  
*Get connected to government meetings — plug into SGMP.*

### **STRATEGIC FOCUS 1: MEMBERSHIP**

Recruit	Retain
Reclaim	Branding

### **STRATEGIC FOCUS 2: EDUCATION, RESOURCES & NETWORKING**

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

### **STRATEGIC FOCUS 3: COMMUNICATION**

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

### **STRATEGIC FOCUS 4: VOLUNTEER LEADERSHIP**

Take Ownership	Learn Continuously
Revitalize with Succession Planning	Emphasize Sustainability

### **STRATEGIC FOCUS 5: VISIBILITY & MARKETING**

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

### **STRATEGIC FOCUS 6: RELATIONSHIPS WITH NATIONAL**

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

### **STRATEGIC FOCUS 7: ETHICS, GOVERNANCE & OPERATIONS**

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

### **STRATEGIC FOCUS 8: FINANCIAL STABILITY**

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

### **STRATEGIC FOCUS 9: BUILDING ON STRENGTHS**

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



<b>CHAPTER: Michigan</b>
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**1<sup>st</sup> STRATEGIC FOCUS      MEMBERSHIP**

**OBJECTIVE:**      Increase membership to 160. Maintain MiSGMP as 2<sup>nd</sup> largest chapter of SGMP.

**ACTIONS:**      Maintain and increase membership.  
Recruit members who are likely to be retained. (Not just members for the sake of a membership drive)  
Use templates consistently. (i.e. New Member Welcome; Sorry We Missed You – to members who did not attend)  
Create a Renewal Benefit FAQ Sheet and Top 5 Reason to Renew list.  
Continue to have state government members post our meeting notices/flyer in state buildings.  
Send ten handwritten cards per month to members.  
Strive to attain Membership Award.

**2<sup>nd</sup> STRATEGIC FOCUS      EDUCATION**

**OBJECTIVE:**      Provide educational programs to assist members

**ACTIONS:**      Create and Publish an Annual Calendar of Programs including core competencies by September 15.  
Provide educational programs and speakers that attract attendees and grow monthly attendance.  
Grow the Annual Education Conference attendance to 100.  
Strive to attain Program of the Year Award.  
Grow GMS participation.

**3<sup>rd</sup> STRATEGIC FOCUS      COMMUNICATION**

**OBJECTIVE:**      Provide relevant, timely and consistent information

**ACTIONS:**      Develop and execute a detailed timeline calendar for all communications including submission timeline to newsletter editor.  
Continue with format of quarterly newsletter on a timely basis.  
Retain and grow committee members to assist with communication.  
Post video testimonials; update annually at a minimum.  
Create a consistent presence on all social media.  
Strive to achieve Communications of the Year Award.  
Understand and utilize Google analytics

**4<sup>th</sup> STRATEGIC FOCUS      LEADERSHIP DEVELOPMENT**

**OBJECTIVE:**      Grow leadership roles from within membership

**ACTIONS:**      Utilize committees to get the membership more involved.  
Encourage members to run for office.  
Increase committee involvement by reaching out to those who ran for officer positions but were not elected.  
Highlight committees during monthly meetings and encourage participation.  
Email yearly committee descriptions to membership.

**5<sup>th</sup> STRATEGIC FOCUS      VISIBILITY AND MARKETING**

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

ACTIONS:      Continue to attend tradeshow to market MiSGMP  
Hold a contest for MiSGMP tagline  
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.  
Write and distribute press releases for achievements of MiSGMP members.  
Promote MiSGMP promotional items (i.e., pins, shirts, stickers)

**6<sup>th</sup> 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  
Explore potential NEC sponsorship from Michigan Chapter  
Submit “Slip and Fall: A Case of Personal Injury” program for National for 2016 NEC session and for the Chapter Program Bank.  
Have representation on relevant national calls.