

Tallahassee Society of Association Executives 2010-2012 Strategic Plan

Objective 1: Secure adequate staff and HQ facilities to achieve strategic plan objectives

Year 1 (2010)

Hire a part-time meeting planner
Move into larger space

Objective 2: Assess, restructure and train committees in order to maximize benefit of volunteer resources and achieve strategic planning objectives.

Year 1 (2010)

Target PAL graduate, CMPs and new members to become volunteers

Strategies:

1. Reevaluate and restructure Committees
2. Establish Board Liaisons
3. Establish Committee Charters and clarify Committee Chair roles (Charters to include purpose, goals, # of members, expectations)
4. Recruit committee members
5. Evaluate
6. Recruit and Train for 2011

Year 2 (2011) and Year 3 (2012)

Measure effectiveness of committees
Assess committee needs annually

Objective 3: Membership Retention and Growth

Year 1 (2010)

Retain 80% of Members and 70% of Associate Members.

Strategies:

1. Clarify goals and draft action plan with Membership Development and Marketing Committee with approval by TSAE staff
2. Incorporate Membership Development and Marketing Committee action plan as an addendum to TSAE Strategic Plan.
3. Evaluate membership statistics to develop measurable Year 2 & 3 goals.

Year 2 (2011) and Year 3 (2012)

Measure effectiveness of Membership Development and Marketing Committee action plans
Establish new retention and membership growth goals annually

Objective 4: To be the source for leadership skills training and personal and professional development opportunities to TSAE members by improving quality of programming content.

Year 1 (2010)

Respond to member request for improved programming content in the areas of leadership skills training and professional development.

Strategies:

1. Clarify goals and draft action plan for each program with Education and Professional Development Committee
2. Incorporate Education and Professional Development action plan as an addendum to TSAE Strategic Plan.
3. Evaluate effectiveness of program action plans by using attendance stats, program evaluations, surveys and revenue.
4. Conduct a comprehensive service/program assessment to determine which programs should be discontinued and/or continued into 2011.

Year 2 (2011) and Year 3 (2012)

Measure effectiveness of Education and Professional Development Committee action plans. Evaluate programming needs annually.

Objective 5: To increase revenue.

Year 1 (2010)

Increase sponsorship opportunities and awareness
Begin offsetting cost of meeting planner for 2011.

Strategies:

1. Create Sponsorship Catalog
2. Begin offsetting cost of meeting planner for 2011 by increasing sponsorship and advertising income
3. Identify and discuss new revenue opportunities
4. Evaluate effectiveness of 2010 effectiveness of 2010 Revenue generation

Year 2 (2011) and Year 3 (2012)

Establish new measurable revenue goals annually

Objective 6: To provide industry/peer networking opportunities to TSAE members.

Year 1 (2010)

Specifically focus on improving networking opportunities at TSAE monthly luncheons.

Strategies:

1. Clarify goals and draft action plan for improving networking opportunities at TSAE monthly luncheons
2. Incorporate new networking opportunities in monthly luncheons
3. Evaluate effectiveness of networking activities

Year 2 (2011) and Year 3 (2012)

Measure effectiveness of networking activities and assess networking opportunities annually.

Objective 7: To ensure that the brand for the Tallahassee Society of Association Executives clearly represents TSAE, its mission, benefits, values and uniqueness.

Year 1 (2010)

Focus on strategic plan objectives 1-6 in order to increase member satisfaction, value, and retention while gathering the information needed on branding.

Strategies:

1. Create branding task force (include Executive Committee and members with marketing expertise) to assess options and budgets for branding process and make recommendations to the Board.

Year 2 (2011) and Year 3 (2012)

Next steps to be determined based on Task Force recommendations.

Objective 8: To be the provider of business planning tools, industry trends and issues to TSAE members.

Year 1 (2010)

Strategies:

1. Discuss strategies for the above objective and decide the relevancy for the organization.

Year 2 (2011) and Year 3 (2012)

Next steps to be determined based on Board Retreat recommendations.

Objective 9: Establish TSAE Foundation

Year 2 (2011)

Focus on strategic plan objectives 1-6 in order to increase member satisfaction, value, and retention while gathering the information needed on creating a Foundation.

Strategies:

1. Create Foundation task force to assess options and budgets and make recommendations to the Board.

Year 3 (2012)

Next steps to be determined based on Task Force recommendations.