



## IAP2 Grand Canyon Chapter Strategic Plan 2009

| Strategic Area                  | Goal   | Committee Leaders | Add'l Committee Members | Implementation Plan   |
|---------------------------------|--|-------------------|-------------------------|---|
| Membership<br>!Major goal/year! | Retain current members   | Anne, Debra       |                         | All following strategic areas   |
|                                 | Involve more members/interested parties  | Anne, Debra       |                         |   |
|                                 | Convert 5-10 interested parties into members   | Anne, Debra       |                         |   |
| Communications                  | Utilize spectrum* to show members /interested parties ways in which they can be involved | All               |                         | Include matrix in future e-mail?<br>Include matrix on Web site  |
|                                 | Monthly e-mail   | Anne, Angie       | Theresa (lists)         | Topic of month**<br>Polls<br>Upcoming event information<br>Reports<br>Other<br>Utilizing Constant Contact<br>Sent out third Tuesday of each month<br>Develop extensive contact list |
|                                 | Monthly discussion topic**   | Angie             |                         | Start discussions on FB page  |
|                                 | Chapter Web site   | Angie             |                         | Get trained from Dina<br>Begin updating   |
|                                 | Toolbox  |                   |                         | Techniques, resources, jobs   |

|              |   |   |  |   |
|--------------|---|---|--|---|
| Programs     | Training/social programs per region**             | Northern: Dexter, Jason<br>Central: Anne, Debra, Laura<br>Southern: Angie |  | Per regional committee  |
|              | Annual signature event**                          | Theresa   |  | Discuss with those at IAP2 annual conference  |
| Marketing    | Presentations to other professional organizations | Anne  |  | Research  |
| Funding      | Set price for all events                          | All   |  | Member fee<br>Non-member fee  |
| Organization | Statewide Cohesiveness**                          | All   |  | Monthly e-mails (see communication)<br>Monthly FB discussions (see communication)<br>Monthly topics** |
|              | Regional focus**                                  | Dexter, Jason<br>Anne, Debra, Laura<br>Angie                              |  | Northern<br>Central<br>Southern   |
|              | Elections   | Angie   |  | Annually<br>Utilize monthly e-mails as way to obtain nominations, do vote, report back                |

**\*Spectrum for Member Participation**

| <u>Inform</u>          | <u>Consult</u>         | <u>Involve</u>          | <u>Collaborate</u> | <u>Empower</u>     |
|------------------------|------------------------|-------------------------|--------------------|--------------------|
| Facebook notes         | Take polls             | Attend events           | Plan events        | Elect officers     |
| View webcasts          | Submit articles        | Attend trainings        | Conduct trainings  | Strategic planning |
| Monthly e-mail updates | Suggest monthly topics | Participate in webinars | Host events        |                    |
| Visit Intn'l webpage   |                        | Market events           | Join committees    |                    |
| Calendar of events     |                        |                         |                    |                    |

**\*\*Calendar**

|              | Central | Southern | Northern | Statewide        | Topic                       | Int'l             | Other Conferences |
|--------------|---------|----------|----------|------------------|-----------------------------|-------------------|-------------------|
| <b>Jan</b>   |         |          | X        |                  | Interactive problem solving |                   |                   |
| <b>Feb</b>   |         | X        |          |                  | Specific P2 applications    |                   |                   |
| <b>March</b> | X       |          |          |                  | Techniques                  |                   |                   |
| <b>April</b> |         |          |          | Signature event  | Conflict resolution         |                   |                   |
| <b>May</b>   |         | X        |          |                  | Project Web sites           |                   | Roads & Streets   |
| <b>June</b>  |         |          | X        |                  | Current project             |                   |                   |
| <b>July</b>  |         |          |          | Membership Drive | Value of membership         |                   |                   |
| <b>Aug</b>   |         |          |          |                  | Chapter plan                |                   | APWA              |
| <b>Sept</b>  | ?       |          |          |                  | Doing more with Less        | Annual Conference |                   |
| <b>Oct</b>   |         | X        |          |                  | Value of PI                 |                   | APA               |
| <b>Nov</b>   | X       |          |          | Elections        | Going green                 |                   |                   |
| <b>Dec</b>   |         |          |          | Social           | Web-based interaction       |                   |                   |
|              |         |          |          |                  | <i>Facilitation</i>         |                   |                   |
|              |         |          |          |                  | <i>Certification</i>        |                   |                   |