



STRATEGIC PLAN

2006 - 2010

Gainesville Chapter

Vision

To inspire and equip all administrative professionals in the Gainesville Chapter to achieve excellence

Mission

To enhance the individual and collective value, image, competence, and influence of administrative professionals in the Gainesville area through membership and leadership opportunities, professional development, and community service opportunities.

Purpose

To promote awareness of the value of membership, to develop leadership skills, and to support career development

MAJOR OBJECTIVES

1. Strengthen chapter membership
2. Encourage focus on professional development
3. Encourage and promote communication and networking among members and future members
4. Promote IAAP Certification and Recertification
5. Encourage participation in community service

Action Plan

1. Strengthen chapter membership

ACTION	STEPS TO ACHIEVEMENT	WHO IS RESPONSIBLE	DUE DATE
Hold a Chapter professional resource networking meeting to discuss career ideas among chapter members	<ul style="list-style-type: none">• Schedule a date• Develop program and materials• Advertise	Board	Annual
Start a mentoring program for new members	<ul style="list-style-type: none">• Develop program content• Update member handbooks and have copies available for new members• Choose mentors/mentees• Monitoring and reporting	Membership Committee	Ongoing
Survey members regarding expectations	<ul style="list-style-type: none">• Develop survey• Distribute survey• Compile and report survey results• Put copies of the survey in new member packets	Board	Annually
Coordinate fundraising events to fund existing chapter infrastructure, scholarship, and special events	<ul style="list-style-type: none">• Develop and promote fundraising events• Collect and give money to Treasurer	Ways & Means Committee	Ongoing

Action Plan

2. Encourage focus on professional development

ACTION	STEPS TO ACHIEVEMENT	WHO IS RESPONSIBLE	DUE DATE
Offer quality programs at chapter meetings	<ul style="list-style-type: none">• Schedule speakers• Coordinate with CPS/CAP Committee to obtain recertification points (as available)• Ensure that speaker receives appreciation gift	Programs Committee	Monthly
Offer at least one educational seminar (normally during APW)	<ul style="list-style-type: none">• Schedule date and location• Develop theme• Obtain speaker• Prepare registration and other materials• Hold regular meetings with Committee and chapter members• Work with Publicity Committee to promote event• Obtain vendors and other sponsors	Seminar & Special Events Committee	Annually
Promote Division and International educational events	<ul style="list-style-type: none">• Discuss information at meetings• Post information on website	Board and Webmaster	Ongoing

Action Plan

3. Encourage and promote communication and networking among members and future members

ACTION	STEPS TO ACHIEVEMENT	WHO IS RESPONSIBLE	DUE DATE
Update chapter brochure.	<ul style="list-style-type: none"> • Develop updates based on current brochure • Board approval • Have copies professionally printed • Distribute at all chapter events • Develop listing of other means of distribution 	Membership and Communications Committees	ASAP
Join Chamber of Commerce	<ul style="list-style-type: none"> • Get information and Board approval 	Board	ASAP
Attend Chamber mixers to promote IAAP to business executives	<ul style="list-style-type: none"> • Obtain mixer information 	Board	ASAP
Prepare and electronically distribute newsletter bimonthly	<ul style="list-style-type: none"> • Develop articles • Prepare newsletter 	Newsletter Committee	Bimonthly
Maintain current website	<ul style="list-style-type: none"> • Keep webmaster informed of current information 	Webmaster	Ongoing
Provide a scholarship to a student who plans to pursue a career in an administrative profession	<ul style="list-style-type: none"> • Update and distribute scholarship brochure • Receive and review applications • Choose scholarship recipient • Arrange for award of scholarship at APW seminar • Coordinate with Treasurer to distribute scholarship funds 	Scholarship Committee	Annually
Promote chapter in the media	<ul style="list-style-type: none"> • Develop and distribute press releases 	Publicity Committee	Ongoing

Action Plan

4. Promote IAAP Certification and Recertification

ACTION	STEPS TO ACHIEVEMENT	WHO IS RESPONSIBLE	DUE DATE
Hold meetings for members and future members interested in certification	<ul style="list-style-type: none">• Plan meetings and materials• Coordinate with certified members to be speakers• Have copies of sample test and certification materials available for review by attendees	CPS/CAP Committee	Twice per year
Hold brainstorming meeting with chapter members regarding ways to promote certification	<ul style="list-style-type: none">• Schedule and promote meetings	CPS/CAP Committee	Twice per year
Hold certification review classes	<ul style="list-style-type: none">• Develop curriculum• Schedule instructors• Promote classes	CPS/CAP Committee	Twice per year (as interest warrants)
Obtain recertification points for educational sessions	<ul style="list-style-type: none">• Obtain information needed from Programs Chair• Complete and e-mail form to HQ• Distribute points at educational sessions	CPS/CAP Committee	Ongoing

Action Plan

5. Encourage participation in community service

ACTION	STEPS TO ACHIEVEMENT	WHO IS RESPONSIBLE	DUE DATE
Develop a listing of community service focus organizations	<ul style="list-style-type: none">• Schedule an organization for members to focus on each month• Promote the needs of the organization to members• Coordinate with Treasurer to distribute funds collected at each meeting• Liaison with community service agencies	Community Service Chair	Ongoing