

Greater Madison Area SHRM Strategic Plan

Strategic Initiatives and Goals Updated June 2020

Volunteer leaders of the Greater Madison Area Society of Human Resource Management meet every January to develop a strategic plan for the upcoming fiscal year. As current goals are accomplished, they will be moved from the Strategic Plan and placed under the Operations Calendar if appropriate. Each year, we will determine three major areas of focus. Each initiative will have tactical goals/tasks we wish to accomplish in each fiscal year. We will discuss our strategic initiatives on a regular basis as part of our Board meetings to ensure we are staying on track and make updates or changes to the plan.

Each goal has a Board Sponsor and also a Goal Champion. This is an individual who has a history with the goal or is passionate about its success. The idea is to use the passion of the Goal Champion to bring strength and commitment to the strategic initiative as well as their volunteerism into the chapter. The Board Sponsor is responsible for being the liaison between the champion and the BOD to ensure the goal is being accomplished.

**Key Goals are in orange. They may be 1 year goals or longer term goals.
They will be reviewed and updated at each strategic planning session.**

Available Resources: SHRM VLRC (Volunteer Leaders Resource Center)

Recruitment, Retention and Diversity

Goal: Increase GMA SHRM Member & Corporate Partner recruitment, retention and diversity					
Tasks	Board Sponsor	Champion	Comments/Updates	Due Date	Status
1. Serve as Brand Ambassadors and talk about the value with HR connections in the area	All Board members	All Board members	<ul style="list-style-type: none"> It would be helpful to create document to define what it means with examples of what we can do and messaging 		
2. Identify Target groups (student, corporate partnerships and at large)			<ul style="list-style-type: none"> Create testimonials – purchase camera or use company to record testimonials and post on social media; use written quotes on at large flyer Would SHRM be interested in a partnership effort to increase membership with us Consider looking at large employers and target those not represented; government employee discount; corporate package (ease of payment) 		Gene has done some work looking at large employers and whether they are represented in our membership SHRM has a membership initiative to review
3. Marketing plan			<ul style="list-style-type: none"> Provide our new brochure at March event Dane County 		Have brochure ready for

			<p>Regional job fair (Jen)</p> <ul style="list-style-type: none"> • Use value proposition for future mailers to at large members or to use with current members • Golden ticket or chance to win something • Need both paper and electronic GMA SHRM brochure along with social media post 		<p>March event</p> <p>Mailer for HCC in 2020</p>
4. Succession Planning	Tammy		<ul style="list-style-type: none"> • Add on to formal process specifically for discussions with volunteers • Start communications earlier in the Board year • Past president in charge of succession planning • Consider structure similar to Milwaukee chapter – additional position behind president elect so 4 year term • Add committee lists on the website • Encourage more volunteers to attend BOD meetings (virtual option makes it easier/less intimidating for folks) 		

Programming and Networking Diversity

Goal: Assess and enhance diversity of programming & networking opportunities					
Tasks	Board Sponsor	Champion	Comments/Updates	Due Date	Status
1. Networking opportunities	Gene		<ul style="list-style-type: none"> • Partner with Disrupt HR or another group. We need to have a presence at their events to engage and collaborate with them. Still worthwhile • Potential networking opportunity with In Business (Gail) 		Virtual ME&G scheduled through summer of 2020 – should we consider morning/afternoon versus all during lunch?
2. Diversity & Inclusion Programs			<ul style="list-style-type: none"> • Consider having D&I survey during a PDS to gather feedback on what members are seeking • Gain insight from Madison ILG (Amanda to share contact info with Meghan and Tracy) • Mix of programming focused on prof. dev and self care – serving our HR community more fully • Mini-training sessions? Maybe not for credit, but still valuable, can be put together quicker if a 'hot 		We have D&I incorporated in HCC in 2020 and keynote for HCC in 2021 D&I question added to 2020 survey Mary has been

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			<p>topic' pops up (vs. scheduling programming out one year in advance, submitting it for credit)</p>		<p>connected with ILG</p>
<p>3. Philanthropic engagement</p>	<p>Jen B.</p>		<ul style="list-style-type: none"> • Ask for feedback in membership survey (add to 2020 survey) • Promote volunteer opportunities through newsletter/social media • Consider event as a chapter or partner with Habitat for Humanity or Salvation Army – still consider this as networking opportunity • Start by seeking out events we can promote to membership • Summer of 2020, need to look at virtual options to connect job seekers and volunteers 		<p>Survey was in February newsletter</p>
<p>4. Executive Panel</p>			<ul style="list-style-type: none"> • Separate event from PDS in 2020 or 2021 • Facilitator is necessary • Create a separate committee for this 	<p>2020/2021</p>	<p>Consider pushing this out to 2022</p>

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			<ul style="list-style-type: none"> Potential partnership with ATD for this event 		
5. Partnership with other organizations			<ul style="list-style-type: none"> Considering opportunities with UW Strategic Human Resource Management What organizations can we partner with for GMASHRM to be resource for them or share events? Madison Area Diversity Roundtable 		Plan to follow up with UW in June 2020
6. Assess programming virtual versus in-person in the next year			<ul style="list-style-type: none"> Add survey question on comfort level with in-person meetings in 2021 Determine feasibility of hybrid event Offer mini-session on hot topic in conjunction with happy hour or lunch MG&E Opportunity to co-sponsor event with another organization 		

GMA SHRM Brand

Goal: Enhance our brand awareness, marketing and communications					
Tasks	Board	Champion	Comments/Updates	Due Date	Status

	Sponsor				
1. Social Media Plan	Amanda		<ul style="list-style-type: none"> • Identify influencers in our community to follow our content • Volunteer recognition through social media and recognize their employer • Volunteer spotlight month in April through social media 		
2. Look at partnership or marketing opportunities with specific media outlets or organizations in Madison	Gail		<ul style="list-style-type: none"> • Discussions with In business regarding opportunities to partner with them. Also Middleton Chamber? • Develop 'Marketing Committee' (vs. Media Relations) – group of volunteers willing to be 'public speakers' on behalf of GMA, talk with these other groups, students, etc. build partnerships – not 'just' talk to members • Promote WI-SHRM Job Board More and/or better way to share HR jobs in our Dane County community? 		
3.			<ul style="list-style-type: none"> • 		