

# Greater Madison Area SHRM Strategic Plan

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## Strategic Initiatives and Goals Updated January 2018

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 move 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)**

## Membership

Goal: Increase and maintain membership numbers					
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		<ul style="list-style-type: none"> <li>•</li> </ul>	Ongoing	
2. Identify Target groups (student and at large)	Mike		<ul style="list-style-type: none"> <li>• Value proposition</li> </ul>	July 2018	
3. Student Membership Engagement	College Relations - Tyler		<ul style="list-style-type: none"> <li>• Promote student membership</li> <li>• Review Student eligibility criteria (proposal by March/April)</li> <li>• Measure/increase student to SHRM conversion</li> <li>• Enhance student chapter relationships</li> </ul>	Ongoing	
4. Corporate Package	Gene		<ul style="list-style-type: none"> <li>• Determine payment structure</li> <li>• How would this work? Review what other chapters do. Post on VLRC to see what others have done and how it worked</li> </ul>	December 2018	
5. HCC/Membership drive	Dana		<ul style="list-style-type: none"> <li>• Go to conference and join GMA for \$200</li> </ul>	February 2018	Completed

			<ul style="list-style-type: none"> <li>\$175 for non member</li> </ul>		
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## Corporate Partnership Program

<b>Goal: Maintain partnerships and sponsors</b>					
Tasks	Board Sponsor	Champion	Comments/Updates	Due Date	Status
1. Serve as Brand Ambassadors and talk about the value of partnership with GMA SHRM with business contacts	All Board Members		<ul style="list-style-type: none"> <li>All BOD members seek out partners for 2019 and future years (reach out to at least one contact each)</li> </ul>		
2. Get committee of 4 or more & recruit people in sales/recruiting roles that are comfortable making sales calls	Shaun		<ul style="list-style-type: none"> <li>Shaun discuss with current committee</li> <li>Board members consider potential volunteers for this</li> </ul>	June 2018	
3. Focus group / feedback from current partners	Missy	Shaun	<ul style="list-style-type: none"> <li></li> </ul>	December 2018	
4. Simplify partnership program	TBD		<ul style="list-style-type: none"> <li>This year prorate annual partnership</li> <li>Provide items of most value to partners and remove those that aren't used</li> </ul>	2019	

## Networking

<b>Goal 1: Review and enhance networking opportunities</b>					
Tasks	Board Sponsor	Champion	Comments/Updates	Due Date	Status

1. Active participation and engagement at networking events & serve as Brand Ambassadors	All Board Members	Key volunteers	<ul style="list-style-type: none"> <li>Identify volunteers that would serve as brand ambassadors</li> </ul>	Ongoing	
2. Lunch/morning event	Mike	Laura Bermuda	<ul style="list-style-type: none"> <li>Determine success based on quality versus numbers</li> <li>June lunch trial &amp; try 8:30am event potentially</li> </ul>	Q2 2018	
3. Add social aspect to existing roundtables		Facilitators of roundtables	<ul style="list-style-type: none"> <li>Start with mini ice breaker or discussion (determine value since often the same members in attendance each time &amp; already have discussion items)</li> <li>Drive more participation to these events (promotion at other events &amp; through social media)</li> </ul>	Ongoing	
4. Marketing plan	Mike		<ul style="list-style-type: none"> <li>Have something (value prop) in time for our HCC at large mailing</li> <li>Promotion, guidelines, verbiage/title of events</li> </ul>	Q2-Q3 2018	HCC mailer done Need another at large mailer
5. Social Media Plan Development	Media Relations		<ul style="list-style-type: none"> <li>More promotion for networking, membership and partnerships</li> </ul>	2019	
6. Family/after hours event			<ul style="list-style-type: none"> <li>Polling membership for interest in this and what they</li> </ul>	2019	

			would like (poll at PDS) <ul style="list-style-type: none"> <li>Define event</li> </ul>		
7. Event sponsorship			<ul style="list-style-type: none"> <li>Sponsorship dollars for networking event</li> </ul>	2019	
8. Philanthropic engagement			<ul style="list-style-type: none"> <li>Ask for feedback in membership survey (add to 2018 survey)</li> </ul>	2019	