

# 2014-16 GMA Strategic Plan

## Strategic Initiatives and Goals

### The Future of HR

Goal	Board Sponsor	Champion	Comments/Updates	Due Date
1. Create a buddy/mentoring program linking all levels of membership including students.	Director of Education and Development	Tammy Wacek Michele Thoren	Melissa would like to look at pairing this or at least advertising this with the HR buddy program. Further discussion required	January 2016
2. Create a <i>HR Business Partner Development Program/HR Leadership Academy</i> to move frontline HR staffers into more strategic and leadership roles in HR and develop future volunteer leaders for the Board.	President Programming	Vicki Kampmeier Tammy Wacek	Vicki and Jeff are reviewing options of a "home-grown" version of this program vs. importing SHRM's four-day program.	April 2015
3. Promote the value of GMA SHRM membership to the C-suite.	VP Communications and Marketing		Ask Senior leadership group. Kate to teach out to Vicki and Jeff Hackle	

### Recruiting, Maintaining, and Developing Volunteer Leaders

Goal	Board Sponsor	Champion	Comments/Updates	Due Date
1. Measure why people join GMA SHRM.	VP Membership	Mike J	When new members register find out why with a phone call, on-line survey, in the application itself. Will review in next committee meeting. Will format	Will follow-up in July

			what it would look like in the application itself. What is the content, what are you looking to get out of it, how often will a report be run, etc.	
2. Customer-focused on-boarding process (Rebrand new member orientation).	VP Membership	Mike Johnson	GMA SHRM revealed has been rolled out. Needs to be tweaked.	October 2014

## Leveraging Technology

Goal	Board Sponsor	Champion	Comments/Updates	Due Date
1. Research virtual learning opportunities GMA SHRM can provide for members – including such options as webinars, videotaped Toolboxes, conference call options for Roundtables, etc.	Director of Technology Programming	Melissa & Karla	Follow-up with Melissa on what are needs of committee, how to get new volunteers, and how it will be formatted.	7-1-15
2. Research additional collaborative/document sharing options for members to use.	Director of Technology	Melissa		7-1-15
3. Market and promote the current social media sites we utilize.	VP Communications and Marketing Director of Technology	Melissa		7-1-15
4. Review GMA SHRM website and update content.	Director of Technology VP Communications	Melissa		7-1-15

Goal	Board Sponsor	Champion	Comments/Updates	Due Date
	and Marketing			

## Member Engagement

Goal	Board Sponsor	Champion	Comments/Updates	Due Date
1. Increase speaker investment and evaluate results and reexamine programming calendar to manage conflicting events and do we have the right offerings?	VP Programming President-Elect	Michele- Calendar piece Karla, Jenny, Lori	How are we going to measure this? Re-evaluate the programming schedule with the inclusion of resource groups. Can we also create a group calendar for all SHRM events. Create a column for events for the operations calendar.	6/2015
2. Develop a method to increase the number of volunteers and increase active participation from current committee members.	President-Elect	Dawn	Utilize succession planning on a committee level. Creating tools/formalized process for board members to have these conversations. Look at better communication of committee meetings. Possibly communicate on social media? Look at set-up a new committee member meeting or phone call. Maybe look at restructuring meetings for committee (conference calls, time of day, ?) Maybe look at a calendar for committee meetings.	6/2015
3. Student outreach – including expanding student scholarships, promoting student membership, hosting a student night, and	Director of Education and Development	Brandon Larson	More to come...	6/2015

targeting transitioning students.				
4. Explore new methods and strategies for understanding and engaging members to increase retention and participation in chapter events.	VP Membership	Mike Johnson	3-5 coordinator positions to engage. Need to assign and designate positions.	July 2015
5. Hold an annual “at large” member event to recruit national SHRM members who live locally but aren’t GMA SHRM members to become members.	VP Membership VP Programming Past President	TBD	Come up with a plan to target members	January 2015

## Community Outreach

Goal	Board Sponsor	Champion	Comments/Updates	Due Date
1. GMA SHRM partnering with other organizations and community leaders to proactively <b>address racial disparities</b> in the workplace and to better serve communities of color (esp. African Americans – based upon recent report on this issue).	Director of Workforce Readiness and Diversity	Jennifer Peters Michele Thoren	Planning meeting in July. Presentation in October 1 <sup>st</sup> to develop toolkit	May 2015
2. Examine the cost/benefit of GMA SHRM memberships in local Chambers and, if the decision is to continue these, develop a plan for leveraging their benefit.	VP Communications and Marketing	Julie & Sean	Look at the benefits and how to utilize them.	Jan 2015 to put together plan
3. Examine the cost/benefit of GMA SHRM becoming a go-to resource for local media and the community on HR matters – and, if the decision is to pursue this route, develop a media kit, key contacts, speaker's bureau, etc.	VP Communications and Marketing	Need to find champion	Put together a list of members willing to share info and how we want to reach out to those members	June 2016