

***APICS***

***Danbury Chapter #242***

***Strategic Plan***

***2010 - 2012***

## 1.0 VISION STATEMENT

- 1) To inspire individuals and organizations toward lifelong learning and to enhance individual and organizational success through educational presentations and classes in the Greater Danbury Connecticut Region.

## 2.0 MISSION STATEMENT

- 2) To help individuals become more productive; and all manufacturing, service and distribution companies in our area to become more competitive.

## 3.0 GOALS/OBJECTIVES/STRATEGIES

- 3) The chapter will develop specific goals, objectives and strategies in the following areas:

### a) Administration

#### i) Goals:

- (1) Develop Standard Operating Procedures for the chapter. Create or Review one (1) per year.
- (2) Review position descriptions for each board position bi-annually.
- (3) Increase involvement on BOD from 8 to 10 members over 2 years, with more than 80% of the seats filled.
- (4) Develop a Standard Operating Procedure for the Audit process consistent with CBAR and update the by-laws.
- (5) Review Chapter By-laws bi-annually for completeness and compliance with APICS By-laws.

#### ii) Objectives:

- (1) Advance and improve the operating infrastructure and functional management of the Danbury Chapter. Ensure all strategic and operating plans are implemented and controlled through regular checkpoints.
- (2) Ensure financial planning is a key ingredient for Chapter success. A financial plan must be prepared for all chapter activities. In addition, the Assets of the Chapter need to be cared for and a list maintained to assure nothing is lost.
- (3) Become a Data Driven organization, creating data collection and analysis aligned with using metrics to drive forward our strategic objectives.

#### iii) Strategies:

- (1) Financial Planning
  - (a) Monitoring of annual budget with monthly reviews.

- (b) Board of Directors Approval on funding of all seminars and workshops before finalizing schedule.
- (c) Approve the fiscal year budget at each July board meeting.
- (2) Administration Strategies
  - (a) Identify and develop a managed listing of members for future Board of Director positions.
  - (b) Introduce and implement Team building concepts in the chapter administration.
  - (c) Develop a Hoshin Plan and Metrics Model and Report on all Strategic Objectives for tracking and progress in quarterly BOD Meetings. Incorporate strategic metrics, operational metrics in a common repository for one uniform measurements and reporting model.
  - (d) Maintain “Job Bank” for membership and Corporate Community, include on website and reference in the newsletter.
  - (e) Publish a preliminary agenda prior to the monthly BOD meeting.
  - (f) BOD meeting minutes to be sent to all board members and a copy kept by the board secretary.
- b) **Membership**
  - i) Goals
    - (1) Increase chapter membership by 6 to 70 by June 2011.
    - (2) Increase certified members by 2 to 26 by June 2011.
    - (3) Identify a company coordinator for every company with four (4) or more members.
    - (4) Conduct an annual membership Voice of the Customer survey to determine “client” needs. Survey should be in newsletter and on website. Share results and the suggested resultant actions with board members.
  - ii) Strategies:
    - (1) Improve business portfolio diversity and increase company representation by expanding to service based companies, hospitals, hotels, distributors, etc, moving outside the manufacturing industry base.
    - (2) Increase outreach to find new spaces for membership recruitment. Coordinate Strategic Plan with Marketing plan to increase awareness communications to area companies, colleges and continuing education programs.
    - (3) Provide names of new members, CPIM, CFPIM and CSCP to Chapter Publicity for publication in the newsletter and web.

- (4) Send Professional Development Meeting Coupons to new members to encourage participation and involvement.
- (5) Contact suspended members to encourage them to re-join, report on exit interviews to Board of Directors.
- (6) Conduct a Certified Member night with a discounted rate, and informal recognition.

**c) Education Programs**

i) Goals

- (1) Increase average PDM attendance from 10 to 20 by June 2011.
- (2) Develop an Instructor Recruitment Program by Feb 2011.
- (3) Increase the number of APICS Instructors by one (1) by Feb 2012
- (4) Conduct five (5) professional development meetings each year with current business topics presented by knowledgeable speakers or a plant tour.
- (5) Hold at least one seminar/ workshop every other year.
- (6) Offer at least four (4) courses using APICS developed courseware per program year

ii) Objectives:

- (1) Enhance the skills and professionalism in the local business community, academia and the general public by providing operations management education.
- (2) Expand trainer base by using the Train the Trainer Program.
- (3) In conjunction with Marketing, develop a program to proactively market APICS education.

**d) Marketing and Public Relations**

i) Goals

- (1) Plan joint meetings with other professional organizations at least once per program year.
- (2) Increase Market base of prospective companies by twenty five (25) by Feb 2011
- (3) Make voice or personal contact with twenty (20) new companies by June 2011

ii) Objectives:

- (1) Develop and enhance the image of the Danbury Chapter of APICS within the local business community, academia and the general public as a trusted advisor and educator in their ongoing success.
- (2) Enlist a small business Marketing Contact Services agency to assist in automating our direct marketing campaign, manage client lists and facilitate client relationship management.
- (3) Actively market APICS education and membership, and the relative value proposition and benefits.

iii) Strategies:

- (1) Vice President of Marketing will maintain a marketing plan with emphasis on public relations within the community and promotions to improve chapter recognition.
- (2) Vice President of Publicity shall maintain an e-mail list of members so that the chapter newsletter and reminders of courses, seminars, workshops and professional development meetings may be sent.
- (3) Proactively develop a “One to One” Marketing campaign to market to the individual needs of our business segments while maintaining a “One to Many” delivery structure.
- (4) Actively reach out to newspapers, radio stations and home mailers to announce chapter activities.
- (5) Solicit members to submit articles for the newsletters.

**e) Student and Danbury Chapter Relationship**

i) Goals

- (1) To foster a chapter/student relationship to encourage students to embrace operations management as a career.

ii) Objectives:

- (1) Promote a Student and Danbury Chapter relationship and encourage students affiliate membership at the cost of \$25.00 per year. The Danbury Chapter/Western Connecticut State University relationship will continue.
- (2) Encourage business student participation in the professional development meetings. Selection of two Western Connecticut State University business students made by Director/Academic Liaison will attend free of charge.
- (3) Continue to provide a Student Scholarship every year for a deserving business student. Application and award criteria will be published in the newsletter and on the web.

- (4) Promote and sponsor participation in the Danbury Jean Jackson Memorial Student Paper Contest.

#### 4.0 DELIVERY METHODS

- 4) The chapter will deploy the Strategic Plan through the following Delivery Methods:
  - (1) Implementation of the Plan will evolve and flow from Board of Directors to Membership and onto sponsoring companies and into the balance of community through the chapter newsletter and marketing efforts.
  - (2) The Strategic Plan and progress against it will be reviewed at a Board of Directors meeting. Plan reviews and updates will be scheduled annually.
  - (3) Quantitative performance measurements, against the goals and objectives have been established and logged as chapter activity.

#### 5.0 DOCUMENT CONTROL

- 5) Document Version Control:

This Strategic Plan was adopted and revised as follows:

Document Change	Date Implemented
Adopted	February 15, 1995
Revised	April 18, 1995
Revised	May 20, 1995
Revised	March 20, 1996
Revised	June 25, 1996
Revised	February 19, 1997
Revised	November 19, 1997
Revised	May 26, 1999
Revised	April 16, 2003
Revised	June 2006
Revised	June 2007
Revised	Sept 29, 2008
Revised	August 16, 2010
Revised	September, 16 2010