

DANBURY CHAPTER #242 **2006 – 2008 MARKETING PLAN**

Introduction

The Marketing Plan contained in the following pages is intended to present a workable, functional plan that supports the current Mission Statement and Goals of APICS Chapter #242.

Key to its success will be to measurably improved service to the following customer categories:

- Professional Members (primarily retention and event attendance)
- Corporate Members (primarily recruitment and relationship building)
- Non-Members (primarily recruitment of students and reviving past relationships)

Marketing Strategies and Goals

If we drew the parallel of our members as our customers; we know it is far less expensive and less difficult to retain a member than to recruit a new one, so retention should be a chapter priority. Our most important product is the APICS certified and professionally active member. We expand our membership by selling certification courses to manufacturing companies and individuals. In order to strengthen the chapter, our marketing focus should be selling certification courses and better understand and meet the needs of our members. The following focus areas will be critical in reaching this goal:

1. To develop an effective member retention and recruitment plan.
2. Contact each entry in our database of local manufacturers in order to survey their priority issues and personnel requirements. This will enable the development of relevant programming and allow us to clearly demonstrate the benefits of membership and active involvement.
3. Identify and exploit opportunities to increase the awareness of APICS and chapter activities through the use of the local media.
4. In addition to promoting the CPIM and CSCP certification programs, make prospective customers aware of all of the APICS education offerings.
5. Elevate the importance of the chapter PDM as a vital networking opportunity leading to improved market ability of our members.

Strengths, Weaknesses, Opportunities and Threats

Strengths

- APICS and the CPIM/CSCP designations are well respected among professionals throughout the region.
- Access to the National Society.
- Chapter has sufficient financial strength even with declining membership.
- Willingness to change.
- High quality educational resources.
- Qualified workshop instructors and speakers at PDM's.

Weaknesses

- Professional Development Meeting attendance continues to be very low despite attempts to diversify topics. PDM attendance among members is approximately 20%, of roughly 105 members. Normally, 3-5 attendees are Board of Directors members.
- There continues to be a lack of APICS name recognition outside the various professional societies and in some business industries.
- The number of qualified instructors' remains low (approx. 1 instructor).
- There is a lack of interest in the APICS body of knowledge.
- There are too few cooperative agreements/partnerships with local colleges and universities.

Opportunities

- Use the membership database to establish continual direct communication to encourage retention rather than notification of renewal date.
- Improve the awareness and name recognition of APICS within the business community.
- Increase the distribution of the newsletter, module class schedules, and seminar offerings.
- Build a larger membership base from the diverse business community.
- Continue to recruit instructors.
- Create an interest in the various APICS educational offerings.
- Initiate cooperative agreements/partnerships with local colleges and universities.

- Internal collaboration between the Board of Directors Members to utilize their collective data for the growth of the Chapter.
- Increase participation in the Company Coordinator Program.
- Professional Newsletter / Website.
- Ability to appeal to non-manufacturing industries such as, retail and service.

Threats (Factual and assumed)

- Continued downturn in membership numbers (Due to the current economic conditions companies are no longer subsidizing APICS memberships for their employees).
- Changing economy from manufacturing to service industry (The general decrease of manufacturing jobs in Connecticut).
- Alternative education resources other than the APICS body of knowledge.
- The value of APICS education and participation is not uniformly accepted (Professional members are finding themselves in transition between jobs and questioning the value of retaining their membership because of personal financial constraints and the apparent lack of impact on corporate management practices).
- Continued lack of interest / attendance in the Professional Development Meetings (Value of PDM's as a networking opportunity is untapped).
- Increasing time constraints for most employees.
- College on-line courses.

Objectives

1. Create a functional membership database to enable the reporting of demographic trends and mailing list management.
2. Formulate strategy to increase Chapter membership, attendance at PDM's and seminars.
3. Develop a public relations program to increase the awareness of APICS and its benefits.
4. Increase the number of qualified instructors.
5. Establish a viable CSCP program.
6. Penetrate the Service and Retail Industries
7. Obtain and encourage student membership as a rich source of future members and volunteers.

Strategies and Tactics

Objective #1: Create a functional membership database to enable the reporting of demographic trends and mailing list management.

- Implement and maintain the new national database system from APICS headquarters into Chapter database.
- Perform semi-annual trend analysis to track demographic trends.
- Develop a strategy to re-recruit suspended / expired memberships.

Objective #2: Formulate strategy to increase Chapter membership, attendance a PDM's and seminars.

- Utilize the new mailing lists to target specific groups and companies.
- Get contact email information for each first-time / non-member attendee at a PDM or event so that a welcome letter can be sent out from the BOD or chapter President.
- Distribute multiple mailings for seminars and classes. \Assess the viability of breakfast / brunch meetings.

Objective #3: Develop a public relations program to increase the awareness of APICS and its benefits.

- Obtain a Business Directory and target specific industries in the mailings.
- Advertise in professional journals, newspapers, and magazines etc.
- Attend local and regional trade shows.
- Attend job recruitment fairs.

Objective #4: Increase the number of qualified instructors

- Mail a targeted, personalized letter to all certified members outlining instructor eligibility and benefits.
- Hold a recruitment breakfast / dinner meeting.
- Offer more Train the Trainer seminars.

Objective #5: Establish a viable CSCP program.

- Define and promote the benefits of CSCP certification.
- Recruit instructors specifically for CSCP.

Objective #6: Penetrate the Service and Retail Industries.

- Attend meetings and or seminars relating to the Service and Retail Industries.
- Develop seminars for the Service and Retail Industries.
- Join the Service and Retail Industries SIG's.
- Target mailings to the Service and Retail Industry businesses

Objective #7: Obtain and encourage student membership as a rich source of future members and volunteers.

- Solicit student chapter initiation at other area colleges with business programs. (HCC, NCC, UCONN branches)
- Support student chapter presidents with meeting and recruitment material (form #820250).
- Give a BSCM or Fundamentals seat to an active student chapter /member.

Conclusion

APICS Danbury Chapter #242 remains strong despite the continued decline in membership. With the continued efforts of the Board of Directors and the Chapter membership, the future is as bright as we want it to be.

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