

APICS

DANBURY CHAPTER #242

STRATEGIC PLAN

FOR

2008-2010

VISION STATEMENT

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.

MISSION STATEMENT

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

GOALS/OBJECTIVES/STRATEGIES

The chapter will develop specific goals and objectives in the following areas:

- Administration
- Membership
- Education/ programs
- Marketing/public relations
- Student/chapter relations

ADMINISTRATION

GOALS:

Develop Standard Operating Procedures for the chapter. Create or Review 1 per year

Review position descriptions for each board position bi-annually.

Increase involvement on BOD from 7 to 10 over 2 years. Have more than 76% of the seats filled.

Develop an SOP for the Audit process consistent with CBAR and update the by-laws.

Review Chapter By-laws bi-annually for completeness and compliance with APICS By-laws

OBJECTIVES:

To improve the foundation of the Danbury Chapter

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.

STRATEGIES:

Financial Planning

- Monitoring yearly budget with monthly review
- BOD Agreement on funding of all seminars and workshops before finalizing schedule
- Approve a fiscal year budget at the July board meeting

Administration Strategies

- Find and develop members for future BOD positions.
- Introduce Team building concepts to the chapter administration.
- Maintain “Job Bank” for membership and Corporate Community, include on website and reference in the newsletter.
- Publish a preliminary agenda prior to the monthly BOD meeting.
- BOD meeting minutes to be sent to all board members and a copy kept by the board secretary.

MEMBERSHIP

GOALS

- To increase chapter membership by 5 to 101 by June 2009.
- Increase certified members by 2 to 35 by June 2009
- Identify a company coordinator for every company with 4 or more members
- Conduct an annual membership survey to determine “customer” needs. Survey should be in newsletter and on website. Share results and the suggested resultant actions with board members.

STRATEGIES:

- Move to diversity and increase company representation by expanding to service companies, hospitals, hotels, distributors, etc.
- Provide names of new members, CPIM, CFPIM and CSCP to Publicity for publication in the newsletter and web.
- Send PDM Coupons to new members.
- Contact suspended members to encourage them to re-join, report on exit interviews to BOD.
- Conduct a Certified Member night – discounted rate

EDUCATION/PROGRAMS

GOALS

- Increase average PDM attendance from 18 to 20 by June 2009
- Develop an Instructor Recruitment Program by Feb 2009
- Conduct 7 professional development meetings each year with current business topics presented by knowledgeable speakers or a plant tour. Hold at least one seminar/ workshop every other year.
- Offer at least 4 courses using APICS developed courseware per program year

OBJECTIVES:

To enhance the skills and professionalism in the local business community, academia and the general public by providing operations management education.

Expand trainer base by using the Train the Trainer Program.

In conjunction with Marketing, develop a program to sell APICS education.

MARKETING/PUBLIC RELATIONS

GOALS

- Plan joint meetings with other professional organizations at least once per program year.
- Make voice or personal contact with 20 companies by June 2009

OBJECTIVES:

To develop the image of the Danbury Chapter of APICS within the local business community, academia and the general public

Sell APICS education and membership

STRATEGIES:

Vice President of Marketing will maintain a marketing plan with emphasis on public relations within the community and promotions to improve chapter recognition.

Vice President of Public Relations 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.

Attempt to get newspapers, and radio stations to announce chapter activities

Ask members to submit articles for the newsletters

STUDENT/ DANBURY CHAPTER RELATIONSHIP

GOALS

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

OBJECTIVES:

Promote a STUDENT/ 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.

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.

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.

Promote and sponsor participation in the Danbury APICS Student Paper Contest.

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.

This Strategic Plan was adopted and revised as follows:

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