

ISM-NEVADA 2009-2012 STRATEGIC PLAN

ITEM	STRATEGIC PLAN TARGET DESCRIPTION	RESPONSIBILITY	TARGET DATE	FUNDING/ ACTUAL	STATUS	COMMENTS
Goal A	The association will strive toward world-class professionalism.					
Objective 1.	Provide low cost opportunities for professional credentials (CPSM)	Certification Chair	Annual		On going	
Action Step	Schedule a minimum of 3 study sessions each year.	Certification Chair	Annual		Scheduled	
Action Step	Communicate the study sessions to membership via the website, newsletters and emails	Certification Chair	Annual		Completed	
Action Step	Recognize members that receive CPSM certification, recertification and lifetime certification.	Certification Chair and President	Annual		On going	
Action Step	Notify employers of employee obtaining professional credentials and express support, continue support and benefits.	Certification Chair	Annual		Pending	
Action Step	Place notice in Review-Journal Business section to recognize members that received certification.		Annual		Pending	
Objective 2.	Provide educational and training opportunities for membership to develop world-class status.					
Action Step	Establish a yearly calendar for seminars and obtain ISM continuing educational hours.	Seminar Chair, Committee			Completed	
Action Step	Provide a minimum of 3-4 local seminars or webinars	Seminar Chair and Committee			On going	
Action Step	Review membership requirements and suggested topics consistent with membership survey.	Seminar Chair and Committee			On going	
Action Step	Market seminars to members on the website, newsletter and e-mail blasts. Opportunity to joint market seminars with other associations.	Seminar Chair, ED, President, Newsletter Chair			On going	
Action Step	Joint market seminars with other professional associations in NV.	Seminar Chair, ED, President			On going	
Action Step	Prepare seminar agenda and provide next seminar or activity on back of agenda.	Seminar Chair, ED			On going	
Action Step	Prepare evaluation form for seminar.	Seminar Chair, ED			On going	
Action Step	Prepare and issue CEH forms to attendees.	Seminar Chair, ED			On going	
Action Step	Coordinate registration, collection of monies for seminar.	Seminar Chair, ED, Treasurer			On going	
Action Step	Work in conjunction with monthly meeting/quarterly activity committee.	Seminar, Monthly/Activity Chairs			On going	

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Objective 3.	Provide quarterly activity.					
Action Step	Establish a yearly calendar for meetings and events	Monthly/Activity Chair, ED			Completed	
Action Step	Market to members and potential members and other associations by posting on website, newsletters, and have available for distribution at each meeting and/or activity.	Monthly/Activity Chair, ED, Newsletter Chair			On going	
Action Step	Ensure meeting topics locations and meals are consistent with the survey results.	Monthly/Activity Chair			On going	
Action Step	Ensure quality speakers for each meeting or educational activity/networking.	Monthly/Activity Chair		\$ 300.00	Scheduled	
Action Step	Prepare evaluation form for seminar.	Monthly/Activity Chair, ED			On going	
Action Step	Prepare and issue CEH forms to attendees.	Monthly/Activity Chair, ED			On going	
Action Step	Prepare meeting agenda and provide next activity on back of agenda.	Seminar, Monthly/Activity Chairs, ED			On going	
Objective 4.	Training Program - Satellite Seminars					
Action Step	Establish a yearly calendar for satellite seminars and obtain ISM educational hours.	Satellite Seminar Chair, ED			Completed	
Action Step	Ensure continuity of the meeting site.	Satellite Seminar Chair			On going	
Action Step	Encourage communication by attendees by providing name badges for all attendees.	Satellite Seminar Chair			On going	
Action Step	Increase discuss of satellite seminar topics by allowing for discussion and question and answer period during the thirty-minute break or if by video allow discussions throughout video presentation.	Satellite Seminar Chair			On going	
Action Step	Prepare evaluation form for seminar.	Satellite Seminar Chair			On going	
Action Step	Prepare and issue CEH forms to attendees.	Satellite Seminar Chair			On going	

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Goal B	Communication					
Objective 1.	Effectively communicate association and professional issues to the membership					
Action Step	Provide annual report to membership on the state of the association.	President, VP, ED, Treasurer			Pending	
Objective 2.	Aggressively reach out to ensure inclusion in the leadership and membership.					
Action Step	Promote volunteerism through the website, at functions, and one-on-one basis.	President, VP, ED, Board			On going	
Action Step	Promote an annual volunteerism Board meeting and invite members.	President, VP, ED, Board			Pending	
Action Step	Recognize that a volunteer's participation is affected by other demands on their time.	President, VP, ED, Board			On going	
Objective 3.	Support volunteer's accomplishments and recognize them often.					
Action Step	Annually issue certificates for participation on the Board and Committees and recognize volunteers at each ISM-Nevada function.	President, VP, ED	Annual			
Action Step	Annually issue recognition entertainment certificates for participation on the Board and Committees.	President, VP, ED	Annual			
Objective 4.	Increase employing organization's support for their employees to be active in the association.					
Action Step	Prepare plan to outline outreach efforts to managers of organizations/employers.	President, Board, ED, Marketing Chair	Annual		Pending	
Action Step	Organize a special activity to promote ISM-Nevada benefits to managers of organizations/employers.	President, Board, ED, Marketing Chair			Pending	
Action Step	Invite CEO, managers to Supplier/Buyer Recognition Meeting				Pending	

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Goal C	The association will increase the membership by 5%					
Objective 1.	Develop and implement an aggressive membership marketing plan to attract more members.					
Action Step	Annually review and update Marketing Plan.	Marketing Chair			Completed	
Action Step	Annually review and update marketing brochure.	Marketing Chair, Committee, ED			Completed	
Action Step	Develop a PowerPoint presentation for recruitment of new members and post on website.	Membership, Marketing, ED			Pending	
Objective 2.	Aggressively seek membership from all professional levels of those in purchasing and supply management					
Action Step	Develop a PowerPoint presentation identify NAPMS benefits, post on website, send to potential members and CEOs, etc.	Membership, Marketing, ED			Pending	
Action Step	Promote membership at trade fairs, other professional associations and industry organizations.	Membership, Marketing, ED			On going	
Objective 3.	Develop and implement an effective membership retention plan to retain members.					
Action Step	Retention of members is set at 80%.	Membership, Marketing, ED			On going	
Action Step	Follow-up with members not renewing membership and develop personal letters.	Membership, Marketing, ED			On going	
Action Step	Prepare PowerPoint presentation with personal touch to send to non-renewals	Membership, Marketing, ED			Pending	
Objective 4.	Communication					
Action Step	Prepare a monthly professional newsletter and post on website.	Communication Chair, ED			On going	
Action Step	Education articles.	Communication Chair, Board and various committee chairs			On going	
Action Step	Issue e-mail blasts identifying events, seminars, any updates required.	Communication Chair, ED			On going	
Action Step	Maintain an updated website which can be easily navigated.	ED			On going	

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Goal D	The association will ensure it has the proper structure and governance for the future.					
Objective 1.	Assure the relevancy of the association's purpose and direction.					
Action Step	Ensure that the Bylaws are updated and are in compliance with ISM requirements and post on website.	President, VP, ED	Annual			
Action Step	Annually review Mission, Vision and Strategic Planning.	President, VP, Board, ED	Annual			
Action Step	Conduct elections in an open and competitive nature and in accordance with Bylaws.	President, VP, Board, ED	Annual			
Action Step	Annual update and provide notification ISM on officer updates, etc.	ED	Annual			
Objective 2.	Assess the value added by each committee, activity and program.					
Action Step	Annually at Board retreat review accomplishments, concerns, and modify as necessary.	Board, ED	Annual			
Objective 3.	Develop and maintain Policies and Procedures Manual.					
Action Step	Review on an annual basis and insure compliance with Bylaws.	President, VP, Sec. Treasurer, ED	Annual		On going	
Goal E	Affiliate Excellence Award Application					
Action Step	Annually apply and maintain application binder throughout the year.	President, VP, Sec. Treasurer, ED			Completed	