

ISM-NEVADA 2010-2013 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 & CPSD) | Certification Chair | Annual | | On going | |
| Action Step | Schedule a minimum of 3 study sessions each year. | Certification Chair | Annual | | Scheduled | |
| Action Step | Hold review classes for CPPO & CPPB | 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 ISM-Nevada Newsletter section to recognize members that received certification. | Executive Director | Annual | | Completed | |
| 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 | |

ISM-NEVADA 2010-2013 STRATEGIC PLAN

| ITEM | STRATEGIC PLAN TARGET DESCRIPTION | RESPONSIBILITY | TARGET DATE | FUNDING/ ACTUAL | STATUS | COMMENTS |
|---------------------|---|--|-------------|-----------------|-----------|----------|
| 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 | |

ISM-NEVADA 2010-2013 STRATEGIC PLAN

| ITEM | STRATEGIC PLAN TARGET DESCRIPTION | RESPONSIBILITY | TARGET DATE | FUNDING/ ACTUAL | STATUS | COMMENTS |
|---------------------|---|---------------------------------------|-------------|-----------------|----------|----------|
| 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 | |

ISM-NEVADA 2010-2013 STRATEGIC PLAN

| ITEM | STRATEGIC PLAN TARGET DESCRIPTION | RESPONSIBILITY | TARGET DATE | FUNDING/ACTUAL | STATUS | COMMENTS |
|---------------------|--|---|-------------|----------------|-----------|----------|
| 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 membership 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 email blast with personal touch to send to non-renewals | Membership, Marketing, ED | | | On going | |
| Objective 4. | Communication | | | | | |
| Action Step | Prepare a monthly professional newsletter, post on website and send email blast to membership and others who have signed up for blasts | 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 | |

ISM-NEVADA 2010-2013 STRATEGIC PLAN

| ITEM | STRATEGIC PLAN TARGET DESCRIPTION | RESPONSIBILITY | TARGET DATE | FUNDING/ACTUAL | STATUS | COMMENTS |
|---------------------|---|-----------------------------------|--------------------|-----------------------|---------------|-----------------|
| 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 | |