

**ISM-NEVADA 2013-2017 STRATEGIC PLAN**

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

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<b>Objective 3.</b>	<b>Provide quarterly activity.</b>					
<b>Action Step</b>	Establish a yearly calendar for meetings and events	Monthly/Activity Chair, ED			Completed	
<b>Action Step</b>	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	
<b>Action Step</b>	Ensure meeting topics locations and meals are consistent with the survey results.	Monthly/Activity Chair			On going	
<b>Action Step</b>	Ensure quality speakers for each meeting or educational activity/networking.	Monthly/Activity Chair		\$ 300.00	Scheduled	
<b>Action Step</b>	Prepare evaluation form for seminar.	ED			On going	
<b>Action Step</b>	Prepare and issue CEH forms to attendees.	ED			On going	
<b>Action Step</b>	Prepare meeting agenda and provide next activity on back of agenda.	Seminar, Monthly/Activity Chairs, ED			On going	

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

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<b>Goal C</b>	<b>The association will increase the membership by 5%</b>					
<b>Objective 1.</b>	<b>Develop and implement an aggressive membership marketing plan to attract more members.</b>					
<b>Action Step</b>	Annually review and update Marketing Plan.	Marketing Chair			Completed	
<b>Action Step</b>	Annually review and update marketing brochure.	Marketing Chair, Committee, ED			Completed	
<b>Action Step</b>	Develop a PowerPoint presentation for recruitment of new members and post on website.	Membership, Marketing, ED			Pending	
<b>Action Step</b>	Use items from this Objective 1 to seek membership as stated in Objective 2, below.	Membership, Marketing, ED			Completed	
<b>Objective 2.</b>	<b>Aggressively seek membership from all professional levels of those in purchasing and supply management</b>					
<b>Action Step</b>	Develop a PowerPoint presentation identify membership benefits, post on website, send to potential members and CEOs, etc.	Membership, Marketing, ED			Pending	
<b>Action Step</b>	Contact companies in affiliate area that do not have members. Set up meetings with CEO, CFO or head of purchasing to encourage membership in ISM and its benefits	Membership, Marketing, ED			On going	
<b>Action Step</b>	Promote membership at trade fairs, other professional associations and industry organizations.	Membership, Marketing, ED			On going	
<b>Objective 3.</b>	<b>Develop and implement an effective membership retention plan to retain members.</b>					
<b>Action Step</b>	Retention of members is set at 80%.	Membership, Marketing, ED			On going	
<b>Action Step</b>	Follow-up with members not renewing membership and develop personal letters.	Membership, Marketing, ED			On going	
<b>Action Step</b>	Prepare email blast with personal touch to send to non-renewals	Membership, Marketing, ED			On going	
<b>Action Step</b>	Between billing cycles, promote value of membership through newsletter articles and value-added meetings and educational events	Communication Chair, Education Chair, Marketing, ED			On going	
<b>Objective 4.</b>	<b>Communication</b>					
<b>Action Step</b>	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	
<b>Action Step</b>	Education articles.	Communication Chair, Board and various committee chairs			On going	

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<b>Action Step</b>	Issue e-mail blasts identifying events, seminars, any updates required.	Communication Chair, ED			On going	
<b>Action Step</b>	Maintain an updated website which can be easily navigated.	ED			On going	

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<b>Goal D</b>	<b>The association will ensure it has the proper structure and governance for the future.</b>					
<b>Objective 1.</b>	<b>Assure the relevancy of the association's purpose and direction.</b>					
<b>Action Step</b>	Ensure that the Bylaws are updated and are in compliance with ISM requirements and post on website.	President, VP, ED	Annual			
<b>Action Step</b>	Annually review Mission, Vision and Strategic Planning.	President, VP, Board, ED	Annual			
<b>Action Step</b>	Conduct elections in an open and competitive nature and in accordance with Bylaws.	President, VP, Board, ED	Annual			
<b>Action Step</b>	Annual update and provide notification ISM on officer updates, etc.	ED	Annual			
<b>Objective 2.</b>	<b>Assess the value added by each committee, activity and program.</b>					
<b>Action Step</b>	Annually at Board Retreat review accomplishments, concerns, and modify as necessary.	Board, ED	Annual			
<b>Objective 3.</b>	<b>Develop and maintain Policies and Procedures Manual.</b>					
<b>Action Step</b>	Review on an annual basis and insure compliance with Bylaws.	President, VP, Sec. Treasurer, ED	Annual		On going	
<b>Objective 4.</b>	<b>Assure continued leadership and volunteers who are trained and capable to sustain the organization.</b>					
<b>Action Step</b>	Send affiliate leadership and board members to ISM Affiliate Leadership training workshop annually.	Board, ED	Annual	\$5,000 annually	On going	
<b>Action Step</b>	Recruit volunteers through newsletter articles, announcements at activities, and direct contact	Board, ED	Annual		On going	
<b>Action Step</b>	Train new board members and volunteers during annual Board Retreat	Board, ED	Annual	\$300	On going	
<b>Action Step</b>	Mentor new board members and volunteers through year by having them shadow leadership	Board, ED	Annual			
<b>Goal E</b>	<b>Affiliate Excellence Award Application</b>					
<b>Action Step</b>	Annually apply and maintain application binder throughout the year.	President, VP, Sec. Treasurer, ED			Completed	