

## **Gateway Chapter 37**

### **Proposed Strategic Plan Summary for 2009 – 2010**

Background – The Chapter President for 2009 developed and proposed to the Executive Board and Chairpersons of each standing committee, a two-year strategic plan for Chapter 37 with the overall objective to maintain and increase our Chapter membership and member participation. The proposed plan identifies our desired future state of the Chapter and summarizes our goals, strategies and initiatives to achieve that future state.

**Future State** - The future state of our Chapter generated several durable outcomes:

- We will amend our Chapter Bylaws
- We will market our Chapter to the public
- We will look for opportunities to network with other agencies
- We will support our Chapter newsletter
- We will promote more guest speakers for our Chapter meetings
- We will increase participation of our Chapter sponsored courses
- We will initiate a rewards and recognition program
- We will reinvent our Chapter committees
- We will implement a document control system
- We will plan and prepare for our Chapter's 50<sup>th</sup> Anniversary
- We will canvas members interest

**Strategy** – The following goals, strategies and initiatives are to assist with the attainment of our desired future state and provide a guide of our desired outcome:

**Membership** –

**Maintain a membership no less than our current membership of 68 (as of 12/2008).**

1. To maintain our current membership our Chapter will distribute a Member Interest Survey to capture member's interest and follow up with an action plan.
2. Measure and report the membership status at our regular chapter meetings.
3. Increase electronic distribution of IRWA and Chapter information.
4. Promote guest speakers from within our Chapter

**Increase our Chapter membership by 25% within two years.**

1. Increase our Chapter visibility in the professional community by participating in conference, trade fair and/or Chapter advertisements in community programs.
2. Advertise our Chapter meetings in the local media (newspaper, website postings, etc.)
3. Market and Network with other agencies, such as:
  - a. Title Companies
  - b. Law Offices / Attorney
  - c. Environmental Companies
  - d. Survey Companies
  - e. Telephone / Cable Companies
  - f. Real Estate Firms
  - g. Appraisal Companies
4. Increase the Membership Committee from one (1) member committee to a three (3) member committee for the purpose of initiating the desired objectives.
5. The Membership Committee will submit an annual proposed budget to the Executive Board for review by the Chapter no later than the Chapters first meeting of the each calendar year.

Education - Maintain no less than 25 course participants for each of our Chapter sponsored courses.

1. Advertise our Chapter sponsored courses in the local media.
2. Survey Chapter member's course interest annually and adjust three year course schedule if necessary.
3. Increase our Education Committee to consist of no less than three (3) members for a three year term as described in the Chapter amended Bylaws (to be approved).
4. Encourage members to certify as Class Coordinator and serve on the Education Committee.
5. Encourage Chapter members to certify as Course Facilitators
6. The Education Committee will submit an annual proposed budget to the Executive Board for review by the Chapter no later than the Chapters first meeting of the each calendar year.

Chapter Recognition and Reward Program – Encourage Chapter members to participate in various IRWA Award Programs.

1. Support our Chapter Newsletter by submitting articles of interest, assist with the layout/graphic, distribution and content. The Chapter's goal is to submit our Chapter Newsletter to compete in the "IRWA Newsletter of the Year Award" no later than February 1, 2011.
2. Encourage members to participate in the Member Appreciation Program (MAP) by recruiting members to the Association.

Reinvent our Chapter Committees – The Chapter Executive Board will review the Chapters existing committees and present to the Chapter Members a recommendation of continued activities by our September 4, 2009 Chapter meeting. Our Chapter will comply with the International Right of Way Policy and Procedures to establish and maintain the four standing committees: (1) Membership, (2) Education, (3) Professional Development, and (4) Nominations and Elections.

Document Control – The Chapter will gather and organize all pertinent documents relating to the Chapter's business and transfer said documents in an electronic format. The maintenance of the electronic documents will be forward to the newly elected Chapter President and Secretary no later than the scheduled installation service of new officers.

Chapter 37 50th Anniversary (12/1960) – Our Chapter will have its first discussion to determine if there is an interest and how the Chapter will celebrate our 50<sup>th</sup> Anniversary at our September 4, 2009 meeting. Following the members decision the planning process will begin!

President's comments:

I am very excited about the direction and future growth of our Chapter, and I am looking forward to the positive outcome of our effort! I recognize the proposed two year strategic plan is somewhat ambitious and we all have a professional career and family. My mission is not to appear ambitious, but expand on the work the members, past and present officers, and committee chairpersons have done with the overall objective to increase our membership and our revenue. With the support of the Chapter members and region I am optimistic our goals and initiatives are attainable and capable of producing opportunities for additional growth and visibility of our Chapter when implemented over the next two years and beyond.

I appreciate the time the Executive Committee and the Committee Chairperson spent in reviewing the Chapter Bylaws and the proposed two year strategic plan. Your comments and suggestion were valuable and appreciated.

*I particularly appreciate twenty-nine minutes of your Saturday morning! Thank-you all*

Angela Lawson, SR/WA, RW-NAC