

# PASSION & PURPOSE

## KACHINA - EAST VALLEY CHAPTER

### Strategic Planning Goals 2010-211 August 3, 2010

1. Increase member's interest in attending meetings
  - A. Send meeting notices at least two weeks prior to meeting
  - B. Target to adjourn meeting by 8 p.m.
2. Certification and Education
  - A. Have at least (1) member obtain certification during the current IAAP fiscal year
  - B. Offer recertification points for 60% of programs
  - C. Provide certification update at a chapter meeting
  - D. Provide parliamentary procedure presentation at a chapter meeting
3. Member retention
  - A. Maintain a minimum of 15 members and achieve an annual retention rate of at least 80%
  - B. Publish at least six newsletters
  - C. Conduct at least one Member Orientation Program
4. Membership recruitment
  - A. Conduct at least one Member Recruitment Meeting (Mandatory)
  - B. Have a membership contest
  - C. Provide brochures and bookmarks as marketing tools
  - D. Achieve a net membership increase of at least 12% (minimum required is a net 3 member increase)
  - E. Seek free publicity for all major events
5. Networking
  - A. Host a minimum of two socials
6. Fundraising
  - A. Host a minimum of two fundraising events
  - B. Partner with other Valley chapters to host APW event
7. Financial Responsibility
  - A. Create and maintain an annual budget; provide a monthly financial statement to the membership and submit annual audit report to the division treasurer (Mandatory)