DULLES SHRM STRATEGIC PLANNING

1. MISSION
* warm, welcoming, trusting
* education, shared knowledge
* personalized experience
* networking
* community - business/service/orientation
* shared membership
* professional development/programming
* proactive, responsive, engaging
* diversity 30-50 age/mid-sr. level
* focus? Business/YPs

**The mission of Dulles SHRM:**  **We are a community-focused, networking, and knowledge-driven partner to HR and business professionals.**

1. Vision:
* advancing the profession
* best practices
* growth
* appreciation/gain members
* uniqueness

**The vision of Dulles SHRM: Becoming the local business community’s strongest source for networking and sharing information where HR professionals thrive.**

1. Highs:
* Community programs/service
* Workforce readiness
* Diverse programs
* Increase in sponsor revenue
* Toolkit
* Attorney on board
* Membership increased last year
* New meeting venue
1. Lows:
* Meeting attendance
* Meetings too long [chapter meetings]
* Volunteer/Board burnout (incentives package)
* More community on board in past [i.e., more socialization]
* Stagnation
* Lack of appreciation of business leaders for SHRM/Certification
1. Strengths:
* Smaller chapter (ability to create meaningful connections)
* Chapter size (good for close relationships)
* Sweet spot in size of membership
* Community involvement (2)
* Community service
* Variety of subjects covered
* Valuable programs
* Creative approaches
* People
* Informal and friendly
* Dedicated board
* Welcoming (2)
* Sponsor interest
1. Weaknesses:
* Low attendance
* Hard to increase attendance
* Identify topics/stronger topics
* Poor response to programs
* Stagnant membership perks
* Improve online presence (see HR Girlfriends and HR Alliance)
* Website is stale
* Board volunteers hard to fill
* Board burnout (2)
* Board succession
* Slow decision-making process
* Board diversity
* Getting new board volunteers
1. Opportunities:
* Business liaison
* Location
* Cross-chapter collaboration
* Potential partnership with PW & L
* Membership growth
* New board members with different ideas
* Reinvigorating board
* Diverse board and membership to get new ideas
1. Threats:
* Value of SHRM membership (as viewed by organization)
* SHRM devalued
* Decline in certification prestige
* Many SHRM chapters in the area (competition for members)
* Traffic
* Declining interest/support in SHRM
* Economy and companies not paying for meetings
* Board volunteer burnout
* Board member pipeline
* Disinterest in joining the board
1. GAP Analysis:

 Current: Discussion groups up and down

 Desired: High attendance/facilitators

 GAP: Appearance and effectiveness

 Plan: Work with Programming to identify most popular topics

 Current: Community partners

 Desired: Dedicated partner to collaborate/help with events

 GAP: Resources – who?

 Plan: Develop framework/identify value proposition

 Current: Board burnout

 Desired: Successful succession plan

 GAP: Need more incentive

 Plan: Describe time commitment more effectively; revamp structure of board; special projects position

1. Short term objective (1-2 Years): Strengthen board engagement
	* Ongoing campaign specifying volunteer benefits
	* Restructuring of board
	* Incentives

Barriers: Time, buy-in, finances, qualified/interested volunteers/administration

 SMART Goals:

 a. Marketing:

 Involve past board with current

 Engagement/testimonies

 Post openings on board on “Idealist” (Social Media Director)

 Re-up membership tracking

 **Social Media Director; Rae; Beth - Owners**

 **November – Due Date**

 **Outcome: Scope of Work**

 b. Incentive Package

 **Rae – Owner**

 **November 1 – Due Date**

 **Outcome: Vote/approve**

 c. Board positions (restructuring)

 **Beth - Owner**

 **November 10 – Due Date**

 **Outcome: Slate of officers**

 d. Team building

 **Amy C – Owner**

e. Streamlining decision making:

 Shorter board meetings

 Consent agenda

 Executive Committee (utilize for speedier decision making; inform rest of board)

 **Ryan – Owner**

 **November 1 – Due Date**

 **Outcome: Draft SOP**

 **Executive Committee: President, President-Elect, Past President, Secretary,**

 **Treasurer, Membership Director**

 **Consent agenda**

1. Longer term key objective (3-5 Years): Maintain ongoing board succession planning
	* Strengthen online presence
	* Expand community service projects
	* Pursue collaboration among chapters and partners in the community

Barriers: continuity, stamina and commitment to maintain effort

 SMART Goals:

 a. Identify key positions

 b. Review SHRM toolkit – CLAs/Officers

 c. Identify areas for committees

 Membership

 Sponsorships

 d. Finetune current inclusion strategies

 e. Develop instrument

 **Past President – Owner**

 **March 31, 2019 – Due Date**

 **Outcome: Solid base of prospective board members**

**TO BE DONE: Identify SMART Goals and Action Plan for the other Key Objectives:**

Key Objective: Strengthen Online Presence

Key Objective: Expand Community Service Projects – **Mary - owner**

Key Objective: Pursue Collaboration among Chapters and Partners in the Community