

Strategic Plan



Arizona Society Of Certified Public Managers[®], Inc.

Original Adoption: September 2008
Current Revision: December 2009

ASCPM Strategic Plan, 2010 - 2012

Vision Statement

By 2013, the Arizona Society of Certified Public Managers is viewed as the preferred professional organization for public sector managers in Arizona.

Mission Statement

The Arizona Society of Certified Public Managers provides a forum for its membership to enhance their management and leadership skills through education and networking opportunities to effect excellence in public service.

Tagline

“Fostering a High Standard of Leadership, Professionalism and Ethics in Public Service”

Goal # 1 Provide ongoing education and networking opportunities for ASCPM members statewide.

Objective 1) Establish regularly scheduled membership functions with guest speakers delivering topics relevant to our membership's interests.

Activity 1) By March 2009, and quarterly thereafter, initiate membership luncheon meetings with a general business agenda and guest speakers delivering topics relevant to our membership's interests.

Activity 2) By December 2011, initiate an annual social event. (Explore possibility of coupling this with Goal 1, Objective 3 and/or with Goal 3, Objective 3.)

Objective 2) Partner with the CPM Program to provide additional opportunities through speakers, seminars or other functions.

Activity 1) By February 2009, and each February thereafter, hold a coordination meeting with the CPM Program Director to determine opportunities and establish a schedule and action plan for the year.

Objective 3) Establish an annual one-day conference to provide presentations on topics relevant to our membership and Public Managers in general.

Activity 1) By March 2010 solicit interest and establish a conference planning committee charged with developing an annual State conference in accordance with the conference SOP.

Activity 2) By December 2011, host a minimum one-half day conference.

Activity 3) By December 2012, and annually thereafter, host a minimum one-day conference.

Goal # 2 Promote ASCPM as the ideal professional organization for public sector managers.

Objective 1) Enhance visibility through stronger public relations efforts.

Activity 1) By end of January 2009, and each January thereafter, provide a press release announcing the newly elected Board of Directors for the year.

Activity 2) By March 2010, update and print new Society informational brochures.

Objective 2) Explore opportunities for activities that offer the ability to promote the organization.

Activity 1) By February 2009, and each February thereafter, hold a coordination meeting with the CPM Program Director to develop a calendar to speak to each CPM class and CPM graduation for the year.

Activity 2) By January 2011, identify a charitable or community event which would benefit from the participation of our members and will at the same time provide some positive exposure for the organization.

Objective 3) Implement an annual Public Manager of the Year award.

Activity 1) By September 2010, appoint a committee to develop nomination, application and selection criteria in accordance with the SOP by December 2009.

Activity 2) By June 2011, determine form and type of award.

Activity 3) By December 2012, make the first presentation of the annual award (perhaps in conjunction with Goal 1, Obj. 1 and/or Obj. 2).

Goal # 3 Expand and enhance membership.

Objective 1) Partner with the CPM Program and its approved supervisory feeder programs to enhance our visibility.

Activity 1) By February 2009, and each February thereafter, hold a coordination meeting with the CPM Program Director to develop a calendar to speak to each CPM class and CPM graduation for the year.

Activity 2) By the first Program Graduation in 2009, and at each Graduation thereafter, have a presence at the Graduation ceremony with a staffed table displaying our banner, promotional material and membership applications.

Activity 3) By December 2009, establish contact with approved supervisory feeder programs to educate them about the Society and Academy and the benefits of membership for CPM students.

Objective 2) Reach out to current and past members regarding their interests, desires and needs as a member of the organization.

Activity 1) By January 2009 develop and distribute a survey regarding why people join/renew or don't, activities, benefits and costs related to the organization.

Activity 2) By March 2009, compile and report the results of the survey

Activity 3) By January 2011, and bi-annually thereafter, re-perform a survey of members, prior two-year non-renewals, and prior two-year graduates to gauge results of the Society's efforts and potential changes in direction based on membership

Objective 3) Research, locate, develop and/or implement tangible benefits that provide additional value to our members.

Activity 1) By June 2010 develop an action plan for increasing member benefits based on the results of the survey in Objective 2 above.

Activity 2) By January 2012, have implemented at least two tangible benefits for our members based on the action plan developed in Activity 1 above.

Goal # 4 Enhance communication among ASCPM membership, its board, and the AACPM.

Objective 1) Maximize use of the Society web site.

- Activity 1) By September 2010, explore opportunities to enhance the web site to provide the most useful information to both Society and Academy members.
- Activity 2) By December 2010, develop and implement web site changes to incorporate already available information identified in Activity 1 and to structure the site for future expansion as new material is developed.
- Activity 3) By December 2011, develop and implement changes to incorporate new material developed as identified in Activity 1.

Objective 2) Increase information provided to and feedback solicited from our Membership.

- Activity 1) By January 2009, and monthly thereafter, implement an email message from the Society President to our members and the Academy Board members with an update of Board and Committee activities and copies of the most recent Board Meeting minutes.
- Activity 2) By January 2009, ensure that the Society provides material for the AACPM newsletter and for each issue thereafter.

Objective 3) Improve communication with the Academy Board and other Societies.

- Activity 1) By March 2009, and quarterly thereafter, initiate an email conversation between the Society President and the Academy President to discuss issues of importance locally and nationally and to solicit feedback on current Society efforts (President to report to Board and Membership).
- Activity 2) By January 2010, and semi-annually thereafter, initiate a "President's Roundtable" via an email message to other Society Presidents soliciting feedback on current issues and initiatives and to develop/establish best practices for Society activities and functions.