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