

Strategic Plan

Arkansas-Oklahoma Division, Inc.

(Updated July 2010)



MISSION STATEMENT:

Enhancing the success of career-minded administrative professionals by providing opportunities for growth through education, community building, and leadership development.

VISION STATEMENT:

Serve our Chapters and Members throughout Arkansas and Oklahoma, increase awareness of the many benefits available through IAAP, emphasize how personal involvement will enhance the value of membership, and provide maximum opportunities for our Members to participate in IAAP activities.

CORE VALUES:

- **Integrity:** We demonstrate this cornerstone of our profession through honesty, accountability, and high ethical standards.
- **Respect:** We create respect within our profession and association through listening, understanding, and acknowledging Member feedback.
- **Adaptability:** We ensure the success of our association by embracing positive change and by nurturing diversity, creativity, and visionary thinking.
- **Communication:** We cultivate and maintain excellence by remaining approachable at all levels, communicating openly, and building strong relationships.
- **Commitment:** We are steadfast in our goals to develop learning opportunities for career-minded administrative professionals and to strengthen efficiency and effectiveness.

GOALS, OBJECTIVES, AND ACTION PLANS:

I. Serve our Chapters and Members throughout Arkansas and Oklahoma.

A. Provide Leadership.

1. Meet with Incoming Division and Chapter Leaders at Annual Meeting.
2. Conduct a one-hour Strategic Planning/Succession Planning session to Chapter Leaders at the Division Education Forum.
3. Maintain an active Division Speakers Bureau listing.

B. Establish Division Recognition Programs.

1. Develop goals for our Chapters to achieve Division Chapter of Excellence by Annual Meeting.
2. Develop goals for our Members to achieve Division Member of Excellence by Annual Meeting.
3. Integrate our own Recognition Programs into the International Recognition Programs to encourage participation by our Chapters and our Members.

C. Provide an Annual Education Forum.

1. Provide at least one Education Forum annually.
2. Strive to offer this Education Forum at minimal cost.
3. Award recertification points at this Education Forum.

D. Maximize Opportunities provided by the Division Annual Meeting.

1. Conduct necessary association business.
2. Provide educational and networking opportunities for our Members.
3. Ensure that seminars offered qualify for Recertification Points.
4. Recognize and celebrate the accomplishments of our Chapters and our Members.

E. Encourage Membership Recruitment.

1. Offer awards to the Division's Top Recruiters.
2. Recognize recruiters and notify their Chapter Presidents.
3. Communicate the recruitment goals to each Chapter.
4. Charter new Chapters and Student Chapters.

F. Encourage Membership Retention.

1. Offer Division Awards for Retention.
2. Communicate with existing Members to keep them informed of their Membership status.
3. Provide recognition to Members with tenure at Annual Meeting.
4. Conduct a Member interest/satisfaction survey annually.

II. Increase awareness of the many benefits available through IAAP.

A. Communication

1. Participate in the IAAP Web Community.
2. Send a minimum of six (6) Messages from Division Officers direct to the email in-boxes of all Members during the fiscal year.
3. Update the Division Officer Message on the Home Page of the Division Website monthly.
4. Establish a Board Contact System so Chapters can work closely with a specified Division Officer.

B. Certification

1. Actively engage the Division Certification Committee to assist Chapters and Members.
2. Encourage Chapters to sponsor certification review courses or participate in the division conference calls.
3. Recognize those who achieve certification and recertification.
4. Offer assistance and encourage Chapters to offer monthly programs that qualify for recertification points.

III. Emphasize how personal involvement will enhance one's Membership.

A. Provide Succession Planning Training.

1. Encourage Members to serve on Chapter and Division committees.
2. Encourage Members to chair Chapter and Division committees.
3. Encourage Members to serve as Chapter and Division Officers.

B. Provide Member Testimonials.

1. Provide articles on Division Website.
2. Provide testimonials in Member Messages.
3. Share testimonials of Division Officers at Chapter Visits.

IV. Provide maximum opportunities for our Members to participate in IAAP activities.

A. Division Officers will make Chapter Visits.

1. Demonstrate our desire to get to know our Members.
2. Let our Members put faces to names.
3. Provide an opportunity to network, answer questions, provide testimonials, and lend credibility.

B. Support the Legacy Committee.

1. Bring awareness and maintain awareness throughout the year about the Retirement Trust Foundation, the Research and Education Foundation, and the Student Chapter Program.
2. Encourage financial contributions by Chapters and Members.
3. Provide fundraising opportunities for these entities at all Division-sponsored events.

C. Provide Report from the International Education Forum and Annual Meeting.

1. Inform Members about the business conducted.
2. Inform Members about the educational and networking experiences.
3. Entice and encourage our Members to attend the next year.