

# ILLINOIS SOCIETY OF ASSOCIATION EXECUTIVES

## Strategic Plan – Draft III

### Mission Statement

*The mission of the Illinois Society of Association Executives is to advocate for the association community and be the primary professional development resource for association staff members*

### Preamble:

ISAE will strive to be the recognized resource for association professionals and associate member service providers in the following areas:

- Professional Development
- Member Services
- Communications and Public Relations
- Legislative Advocacy
- Organizational Growth/Financial Stability

### Goals and Objectives

- I ISAE will provide opportunities for new and continued Professional Development and growth.
  - A. The ISAE Staff and the Education Committee will develop a plan to sustain the Leadership Institute by July, 2008.
  - B. The Education Committee will identify presentations for monthly luncheons, workshops and seminars beginning Spring 2008 through January 2009.
  - C. The Education Committee will pursue and establish a relationship with a higher education institution for training by January, 2010.
  - D. The Education and Special Events Committees will meet by October, 2008 to coordinate new/innovative network opportunities.
  - E. The Education and Development Committees will have a joint committee meeting to discuss networking opportunities for different segments of the membership by October 2008.
  - F. The Education Committee will develop a plan by January, 2009 for the following activities:
    1. Webinars
    2. Roundtables/Small Groups
    3. Association 101
    4. CEO Bootcamp

## **II ISAE will provide services and support to its members.**

- A. The Development Committee will conduct a study to determine the validity of current member resources and benefits by January 1, 2009.**
- B. The Development Committee will develop a list of benefits with specific information by June, 2008.**
- C. Beginning with the next ISAE newsletter, the Communications Committee will add benefit highlights to that publication on a monthly basis.**
- D. The Development Committee will determine level of benefit usage and redesign underused areas by December, 2008.**

## **III ISAE will enhance communications and public relations**

- A. The Communications Committee in conjunction with the Legislative Committee will develop a procedure for including appropriate legislative reports in the ISAE Newsletter beginning in April, 2008.**
- B. The Communications Committee will review the process for the development of the newsletter for efficiency and effectiveness by October, 2008.**
- C. The Technology Task Force and the ISAE staff will conduct a Technology Survey as to desired services and information needed by the membership by December 1, 2008.**
- D. Based on survey results, the Communications Committee will explore ways to become a better resource for the membership by December 31, 2008.**
- E. The Technology Task Force will explore and make a recommendation to the Communications Committee on website enhancement.**
- F. The Communications Committee will develop a plan to deliver the newsletter by mail, web and fax based upon survey results from Objective C by March 1, 2009.**
- G. The Communications Committee and the ISAE Staff will develop an Editorial Calendar for the newsletter by March 1, 2009.**
- H. The ISAE Board will explore the possible participation in the ISAE/ASAE Social Responsibility initiative by January, 2009.**

**IV ISAE will monitor state and federal legislative activities and inform membership of potential impact.**

- A. The ISAE Legislative Consultant will monitor and report to the Legislative Committee & the Board of Directors as to legislative impact on the association community by February each year.**
- B. The Legislative Committee will develop and coordinate responses to issues that directly impact ISAE members' ability to do business in Illinois or impact the perception by the public of what the role of associations are by March of each year. .**
- C. The Technology Task Force with assistance from the Legislative Committee will develop a web-based Legislative Information Site, accessible by members only, that includes a legislative roster, calendars and upcoming deadlines by January, 2010.**
- D. The Technology Task Force will discuss the possibility of E-mail blasts designed to make legislators aware of ISAE and the Association Community with legislative consultant Randy Witter by January 1, 2009.**
- E. The Technology Task Force with assistance from the Legislative Committee will update the Legislative Information Site on a (weekly or bi-monthly – non newsletter months) basis beginning February, 2009.**
- F. The ISAE Board of Directors will study the effectiveness of Association Day at the Capitol with Legislators by September, 2008.**
- G. The Legislative Committee will study the effectiveness of ASAE Fly-in to DC with members of Congress and make recommendations to ASAE by October, 2009.**
- H. The ISAE Board of Directors will study the effectiveness of the Legislative Resource Directory of informing legislators of the role of Associations in Illinois by November, 2008.**
- I. The ISAE Legislative Consultant and Legislative Committee will develop position papers on legislative issues to be sent to General Assembly leadership and members by February 1, 2009.**

**V ISAE will increase membership**

- A. The Development Committee will implement a benefit awareness program utilizing organizational events, communications, luncheons and mailings by September, 2008.**
- B. The Development Committee will design a regular membership recruitment initiative to increase membership by 5% annually beginning May, 2008.**

**VI ISAE will improve the financial stability of the organization**

- A. The Development Committee will develop a long range plan regarding the use of funds from the Legislative Directory by October, 2008.**
  - 1. Examine marketing emphasis to appeal to members and outside Organizations**
  - 2. Re-examine cost and profit margin of producing legislative directory.**
  - 3. Re-examine mode of transmittal of legislative directory**
  - 4. Re-examine source for production of legislative directory**
- B. The Executive Committee will examine current staffing and management contract by April, 2008 and report findings to Board of Directors.**
- C. The Executive Committee will review and evaluate Executive Director, job description and current budget allocation by April, 2008.**
- D. The Development Committee will survey members to discern their expectations and priorities for ISAE by December, 2008.**
- E. The Board of Directors will review member survey results and development committee recommendations by March, 2009.**
- F. The ISAE Staff will examine the use of outsourcing by June, 2009 to include:**
  - 1. How can cost be measured?**
  - 2. Possible cost reductions**
  - 3. Marketing plan to outsourcing as Quid Pro Quo.**
- G. The Board of Directors will establish priorities based upon survey results and committee recommendations by March, 2009.**
- H. The Executive Committee will examine current fiscal and investment policies and make recommendations to Board of Directors by December, 2008 for 2009.**
- I. The ISAE staff will research and gather information on budget benchmarks from other state affiliates by December, 2008 for 2009,**