



## Strategic Plan 2017-2021

### **MISSION**

Pennsylvania's pre-eminent source for and support of professional development and resources for public procurement.

### **VISION**

To create the most influential voice and resource for public procurement at the State and local level.



# Strategic Plan 2017-2021

## Primary Goals through 2017-2021

SOAR ANALYSIS	
STRENGTHS	OPPORTUNITIES
<ul style="list-style-type: none"> <li>• Offers Scholarships to Members</li> <li>• Core of Experienced Members</li> <li>• Conference Call Meetings</li> <li>• Participation</li> <li>• Region 2 Core</li> <li>• Strong Finances</li> <li>• Existence of Legislative Committee</li> <li>• Engaged Chairperson</li> <li>• Having a Chairperson for Marketing</li> <li>• Newsletter</li> <li>• Website</li> <li>• Alerts &amp; Notifications</li> <li>• Annual Survey to Membership</li> <li>• Well Organized Reverse Trade Show</li> <li>• Good Vendor Core for Reverse Trade show</li> <li>• Star Chapter Structure for Website</li> <li>• Survey Option on Website</li> </ul>	<ul style="list-style-type: none"> <li>★ • Apply for Chapter of the Year</li> <li>★ • Technology Improvements for Document Storage &amp; Tracking (DropTask, DropBox, Google Docs)</li> <li>• Expand to Allow/Not Require Committee Chairs to Participate in Board Meetings</li> <li>★ • Mentor/Protégé with Committees &amp; Membership</li> <li>★ • Committee Vice Chair Positions</li> <li>★ • Less Committee Reporting &amp; More Education During General Meetings               <ul style="list-style-type: none"> <li>○ Breakout Education from General Meetings</li> </ul> </li> <li>★ • Income Raising</li> <li>★ • Document Tasks &amp; Establish Timelines</li> <li>★ • Chapter Charity (Chapter of the Year Item)</li> <li>★ • Push Out Surveys to All Area 2 Members to Prepare for Our Area 2 Conference</li> <li>★ • Lead/Host Conference in 2018</li> <li>★ • Travel Reimbursement Policy</li> <li>★ • -Breakout of Committee Budgets &amp; Reporting – Line Item Budget &amp; Treasurer Reporting if Available</li> <li>★ • Current Access to PA DGS (C. Topper, M. Reichert)</li> <li>★ • Relationships with CCAP &amp; PA Municipal League</li> <li>★ • Local Government Day</li> <li>★ • Facebook to Share Info/Events (Use More Actively)</li> <li>★ • Attend Career Fairs/Tradeshows (Target Gen X – Millennials – Resources to Gain Their Membership)</li> <li>★ • Create a Regular Rotation of CPPB Core Classes to Help with Certification Goals</li> <li>★ • Webinars for Members</li> <li>★ • Create “Low Fee” Classes</li> <li>★ • One-Day Workshops</li> <li>★ • Vendor Educational Opportunities</li> <li>★ • Encourage More Vendor &amp; Agency Participation</li> </ul>



## Strategic Plan 2017-2021

	<p style="text-align: center;"><b>OPPORTUNITIES cont'd</b></p> <ul style="list-style-type: none"> <li>★ • Use of Constant Contact/New Technology</li> <li>• Market to Agencies Earlier &amp; Post Agency List to Website to Help Attract More Vendor Registrations</li> <li>★ • Continue to Look at Changing Locations to Attract New/Additional Agencies &amp; Vendors</li> <li>★ • Increase Registration Fees</li> </ul>
<p style="text-align: center;"><b>ASPIRATIONS</b></p> <ul style="list-style-type: none"> <li>★ • More Participation in Scholarships</li> <li>★ • Increase Funding Amounts (Limited by Finances)</li> <li>★ • Point Based Scholarships for Volunteer Activities</li> <li>★ • Sharing of Committee Action/Voting Items Two (2) Weeks in Advance of Board Meeting</li> <li>• Invite Committee Chairs to Meetings</li> <li>★ • Breakout Committee Meetings at General Meetings/Foster Participation by all Members on a Committee "Committee Fair" (Concern – Individual Overlap – Select Committees at General Meeting)</li> <li>★ • Stability with Officer Progression             <ul style="list-style-type: none"> <li>○ Transition Process, Building Upon (2-Phase)</li> <li>○ Document Database &amp; Tasks</li> </ul> </li> <li>★ • Expand Investment Opportunities</li> <li>★ • Day on the Hill</li> <li>★ • Meetings with Senate and House</li> <li>• Regular Chapter Meeting in Harrisburg</li> <li>★ • Liaison with House &amp; Senate, Local Government Committee</li> <li>★ • Sponsorship Opportunities</li> <li>★ • Online Sales of PAPPA Items</li> <li>★ • Virtual Tradeshow</li> </ul>	<p style="text-align: center;"><b>RESULTS</b></p> <ul style="list-style-type: none"> <li>• Increased Number of Active Volunteers</li> <li>★ • Purchase of a Laptop &amp; Accessories for Secretary Position – More efficient recording and archiving of records.</li> <li>★ • Attain More Volunteers thru Use of Point Based Scholarship Program</li> <li>★ • To Create an Organization that is Devoted and Passionate about PAPPA</li> <li>★ • To be a "Member-Focused" Association</li> <li>★ • To Create an Engaged Membership</li> <li>• Legislation presented for Public Procurement Reform</li> <li>★ • Live Up to Our Vision</li> <li>• Increase in Membership</li> </ul>



## Action Plan 2017-2021

### **MISSION**

Pennsylvania's pre-eminent source for and support of professional development and resources for public procurement.

Joe Coco – Update the OPS Guide

### **VISION**

To create the most influential voice and resource for public procurement at the State and local level.

Joe Coco – Update the OPS Guide



## Action Plan 2017-2021

SOAR ANALYSIS BOARD	
<b>STRENGTHS</b>	<b>OPPORTUNITIES</b>
<ul style="list-style-type: none"> <li>• Core of Experienced Members</li> <li>• Conference Call Meetings</li> </ul>	<ul style="list-style-type: none"> <li>★ • Technology Improvements for Document Storage &amp; Tracking (DropTask, DropBox, Google Docs)</li> <li>• Expand to Allow/Not Require Committee Chairs to Participate in Board Meetings</li> <li>★ • Mentor/Protégé with Committees &amp; Membership</li> </ul>
<b>ASPIRATIONS</b>	<b>RESULTS</b>
<ul style="list-style-type: none"> <li>★ • Sharing of Committee Action/Voting Items Two (2) Weeks in Advance of Board Meeting</li> <li>• Invite Committee Chairs to Meetings</li> <li>★ • Breakout Committee Meetings at General Meetings/Foster Participation by all Members on a Committee “Committee Fair” (Concern – Individual Overlap – Select Committees at General Meeting)</li> <li>★ • Stability with Officer Progression               <ul style="list-style-type: none"> <li>○ Transition Process, Building Upon (2-Phase)</li> <li>○ Document Database &amp; Tasks</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>★ • Purchase of a Laptop &amp; Accessories for Secretary Position</li> <li>★ • Attain More Volunteers thru Use of Point Based Scholarship Program (Replaced Educational Vouchers for Committee Chairs &amp; Members) – To be Determined by Committees – Guidelines to Chairs – They Present List of Tasks to the Board</li> </ul>



# Action Plan 2017-2021

## BOARD 2017 ACTION PLAN

### **Key Area: Mentor/Protégé (Succession Planning) – Committee to the Board**

**Goal/Objective #1: Include Committee Chairs & Vice Chairs in PAPPA Board Transition Meeting(s)**

**Actions/Tactics:**

1. President  
Lead/Assigned to: Kelly Laubach  
Action due by: 4<sup>th</sup> Quarter

**Goal/Objective #2: Share the Task List and Deadlines for their Responsibilities and Share Documentation**

**Actions/Tactics:**

1. President  
Lead/Assigned to: Kelly Laubach  
Action due by: 4<sup>th</sup> Quarter



## Action Plan 2017-2021

SOAR ANALYSIS GENERAL ITEMS	
<b>STRENGTHS</b>	<b>OPPORTUNITIES</b>
	<ul style="list-style-type: none"> <li>★ • Committee Vice Chair Positions</li> <li>★ • Less Committee Reporting &amp; More Education During General Meetings               <ul style="list-style-type: none"> <li>○ Breakout Education from General Meetings</li> </ul> </li> <li>★ • Income Raising</li> <li>★ • Document Tasks &amp; Establish Timelines</li> <li>★ • Chapter Charity (Chapter of the Year Item)</li> </ul>
<b>ASPIRATIONS</b>	<b>RESULTS</b>
<ul style="list-style-type: none"> <li>• Creation of Mentor-Protégé Program</li> <li>• Creation of Conference Planning Committee</li> </ul>	<ul style="list-style-type: none"> <li>★ • To Create an Organization that is Devoted and Passionate about PAPPAA</li> <li>★ • To Become a “Member-Focused” Association</li> <li>★ • To Create an Engaged Membership</li> </ul>



# Action Plan 2017-2021

## GENERAL ITEMS 2017 ACTION PLAN

### **Key Area: Creation of Committee Vice Chairs**

**Goal/Objective #1: Requires a Chapter Vote as this is a ByLaw change.**

**Actions/Tactics:** Chapter Vote>Update the Ops Guide (outline job descriptions)>Change  
ByLaws

1. President

Lead/Assigned to: Kelly Laubach

Action due by: First Quarter

### **Key Area: Documenting Tasks and Establish Timelines for Each Position/Committee**

**Goal/Objective #1: President to Make Assignment to Committees and Positions**

**Actions/Tactics:**

1. President

Lead/Assigned to: Kelly Laubach

Action due by: Second Quarter





## Action Plan 2017-2021

SOAR ANALYSIS AREA 2	
<b>STRENGTHS</b> <ul style="list-style-type: none"> <li>• Participation</li> <li>• Region 2 Core</li> <li>• Loss of New Jersey</li> </ul>	<b>OPPORTUNITIES</b> <ul style="list-style-type: none"> <li>★ • Push Out Surveys to All Area 2 Members to Prepare for Our Area 2 Conference</li> <li>★ • Lead/Host Conference in 2018</li> <li>• <del>Better Alignment with Virginia</del></li> <li>• <del>Previous Committee Chairperson to Select Location/Venue</del></li> <li>• Discussion Item for Chapter Leader Call</li> </ul>
<b>ASPIRATIONS</b> <ul style="list-style-type: none"> <li>• Move from the Old Region 2 to Area 2 (including Virginia) Mentality</li> </ul>	<b>RESULTS</b> <ul style="list-style-type: none"> <li>• Most Awesome Area 2 Conference During PAPPY Year!</li> </ul>



# Action Plan 2017-2021

## AREA 2

### 2017 ACTION PLAN

#### Key Area: Host Area 2 Conference - 2018

##### **Goal/Objective #1: Select Incentive Package and Market for Chairperson**

###### **Actions/Tactics**

1. Board Members

Lead/Assigned to: Vote by PAPP Board

Action due by: 1<sup>st</sup> Quarter

##### **Goal/Objective #2: Chairperson to Select Members for Ad Hoc Committee**

###### **Actions/Tactics**

1. Chairperson

Lead/Assigned to: Individual to be selected

Action due by: 2<sup>nd</sup> Quarter

##### **Goal/Objective #3: Committee to Send Out Survey to all Area 2 Members to Prepare for Hosting Conference**

###### **Actions/Tactics**

1. Chairperson

Lead/Assigned to: Individual to be selected

Action due by: 2<sup>nd</sup> Quarter

##### **Goal/Objective #4: Present Recommendations to the Board for Locations and Proposed Budget**

###### **Actions/Tactics**

1. Chairperson

Lead/Assigned to: Individual to be selected

Action due by: 3<sup>rd</sup> Quarter

##### **Goal/Objective #5: Board to Approve Location and Budget**

###### **Actions/Tactics**

1. Board Members

Lead/Assigned to:

Action due by: 3<sup>rd</sup> Quarter



## Action Plan 2017-2021

### Goal/Objective #6: Marketing the Conference

#### **Actions/Tactics**

1. Chairperson  
Lead/Assigned to: Individual to be selected  
Action due by: 4<sup>th</sup> Quarter
  
2. Marketing Committee Chairperson  
Lead/Assigned to: Kelly Okken  
Action due by: 4<sup>th</sup> Quarter
  
3. Website Committee Chairperson  
Lead/Assigned to: Patrick Leavey  
Action due by: 4<sup>th</sup> Quarter



## Action Plan 2017-2021

SOAR ANALYSIS AWARDS/SCHOLARSHIPS COMMITTEE	
<b>STRENGTHS</b>	<b>OPPORTUNITIES</b>
<ul style="list-style-type: none"> <li>• Offers Scholarships to Members</li> </ul>	<ul style="list-style-type: none"> <li>★ • Apply for Chapter of the Year</li> <li>★ • Promote Buyer &amp; Manager of the Year Participation</li> </ul>
<b>ASPIRATIONS</b>	<b>RESULTS</b>
<ul style="list-style-type: none"> <li>★ • More Participation in Scholarships</li> <li>★ • Increase Funding Amounts (Limited by Finances)</li> <li>★ • Point Based Scholarships for Volunteer Activities</li> </ul>	<ul style="list-style-type: none"> <li>• Increased Number of Active Volunteers</li> </ul>



## Action Plan 2017-2021

### AWARDS & SCHOLARSHIP COMMITTEE

### 2017 ACTION PLAN

**Key Area:** Apply for Chapter of the Year (**reoccurring action item**)

**Goal/Objective #1:** Submit to Board Electronically for Feedback

**Actions/Tactics:**

1. Awards & Scholarship Committee Chairperson  
Lead/Assigned to: Price Morris  
Action due by: 1<sup>st</sup> Quarter

**Goal/Objective #2:** Submit Application to NIGP

**Actions/Tactics:**

1. Awards & Scholarship Committee Chairperson  
Lead/Assigned to: Kimberly Roth  
Action due by: May 2017

**Key Area:** Point Based Scholarship Program (Revamp Scholarship Program) – Create Ad Hoc Committee if Needed

**Goal/Objective #1:** Survey Membership

**Actions/Tactics:** Need to include questions regarding “low fee” classes (discuss with Pro-D Chairperson)

1. Awards & Scholarship Committee Chairperson  
Lead/Assigned to: Kimberly Roth  
Action due by: 1<sup>st</sup> Quarter

**Goal/Objective #2:** Identify and Recruit Committee Members

**Actions/Tactics:**

1. Awards & Scholarship Committee Chairperson  
Lead/Assigned to: Kimberly Roth  
Action due by: 1<sup>st</sup> Quarter

**Goal/Objective #3:** Investigate Other Chapter Point Based Programs (FL)

**Actions/Tactics:**

1. Awards & Scholarship Committee Chairperson  
Lead/Assigned to: Kimberly Roth  
Action due by: 2<sup>nd</sup> Quarter

**Goal/Objective #4:** Draft Program to Present to the Board

**Actions/Tactics:**



## Action Plan 2017-2021

1. Awards & Scholarship Committee Chairperson  
 Lead/Assigned to: Kimberly Roth  
 Action due by: 3<sup>rd</sup>/4<sup>th</sup> Quarter

SOAR ANALYSIS FINANCE COMMITTEE	
<b>STRENGTHS</b> <ul style="list-style-type: none"> <li>• Strong Finances</li> </ul>	<b>OPPORTUNITIES</b> <ul style="list-style-type: none"> <li>★ • Travel Reimbursement Policy Needed for Consistency Purposes</li> <li>• <del>More Income Raising Opportunities</del></li> <li>• <del>Document Tasks and Establish Timelines</del></li> <li>★ • Breakout of Committee Budgets &amp; Reporting – Line Item Budget &amp; Treasurer Reporting if Available</li> </ul>
<b>ASPIRATIONS</b> <ul style="list-style-type: none"> <li>• <del>Improve Investment Income</del></li> <li>★ • Expand Investment Opportunities</li> </ul>	<b>RESULTS</b> <ul style="list-style-type: none"> <li>•</li> </ul>



# Action Plan 2017-2021

## FINANCE COMMITTEE 2017 ACTION PLAN

### **Key Area: Travel Reimbursement Policy**

**Goal/Objective #1: Draft a Travel Reimbursement Policy & Present to Board for review and approval.**

**Actions/Tactics:**

2. Treasurer

Lead/Assigned to: George Nader

Action due by: 1<sup>st</sup> Quarter

### **Key Area: Line Item Budget & Treasurer Reporting for Budget**

**Goal/Objective #1: Investigate & Report to Board**

**Actions/Tactics:**

1. Finance Committee Chairperson

Lead/Assigned to: Monica Watson\*

Action due by: 1<sup>st</sup> Quarter

*\*Please discuss with Treasurer as he has been researching reporting options with in Quicken.*

**Goal/Objective #2: Compile Template and Send out to Membership**

**Actions/Tactics:**

1. Finance Committee Chairperson

Lead/Assigned to: Monica Watson

Action due by: 3<sup>rd</sup> Quarter



## Action Plan 2017-2021

SOAR ANALYSIS LEGISLATIVE COMMITTEE	
<b>STRENGTHS</b>	<b>OPPORTUNITIES</b>
<ul style="list-style-type: none"> <li>• It Exists</li> <li>• Engaged Chairperson</li> </ul>	<ul style="list-style-type: none"> <li>• Online Subscriptions – Free</li> <li>• Regular (Quarterly) Updates to Membership</li> <li>★ • Current Access to C. Topper, M. Reichert</li> <li>★ • Relationships with CCAP &amp; PA Municipal League</li> <li>• Inclusive of all Tiers of Government (State, County, Twp, Boro, etc.)</li> <li>★ • Local Government Day</li> </ul>
<b>ASPIRATIONS</b>	<b>RESULTS</b>
<ul style="list-style-type: none"> <li>★ • Day on the Hill</li> <li>★ • Meetings with Senate and House</li> <li>• Regular Chapter Meeting in Harrisburg</li> <li>★ • Liaison with House &amp; Senate, Local Government Committee</li> </ul>	<ul style="list-style-type: none"> <li>• Legislation presented for Public Procurement Reform</li> <li>★ • Live Up to Our Vision</li> </ul>





# Action Plan 2017-2021

## LEGISLATIVE COMMITTEE

### 2017 ACTION PLAN

#### **Key Area: Build Relationships with PA DGS, CCAP and PA Municipal League**

##### **Goal/Objective #1: Schedule a PAPPA General Meeting in Harrisburg (Target – March)**

###### **Actions/Tactics:**

1. President  
Lead/Assigned to: Kelly Laubach  
Action due by: 1<sup>st</sup> Quarter

##### **Goal/Objective #2: Work with Representatives from CCAP's Board of Directors to Foster Understanding of PAPPA (possible Marketing) and Procurement Reform Initiatives**

###### **Actions/Tactics:**

1. Legislative Chairperson  
Lead/Assigned to: Joe Coco  
Action due by: 2<sup>nd</sup> Quarter

##### **Goal/Objective #3: Identify a Contact with PA Municipal League and Reach Out to Foster Relationship.**

###### **Actions/Tactics:**

1. Legislative Chairperson  
Lead/Assigned to: Joe Coco  
Action due by: 2<sup>nd</sup> Quarter

#### **Key Area: Day on the Hill**

##### **Goal/Objective #1: Identify Potential Contacts and Reach Out to Them to Schedule Time to Meet with Them.**

1. Legislative Chairperson  
Lead/Assigned to: Joe Coco  
Action due by: 1<sup>st</sup> Quarter

##### **Goal/Objective #2: Create an Agenda for the Day on the Hill**

###### **Actions/Tactics:**

1. Legislative Chairperson  
Lead/Assigned to: Joe Coco  
Action due by: 2<sup>nd</sup> Quarter

##### **Goal/Objective #3: Begin Scheduling the 2018 Day on the Hill**

###### **Actions/Tactics:**



## Action Plan 2017-2021

1. Legislative Chairperson  
Lead/Assigned to: Joe Coco  
Action due by: 2<sup>nd</sup> Quarter

**2018 Key Area: Liaison with House and Senate, Local Government Committee**



## Action Plan 2017-2021

SOAR ANALYSIS MARKETING COMMITTEE	
<b>STRENGTHS</b> <ul style="list-style-type: none"> <li>• We Finally Have a Chairperson</li> <li>• Newsletter</li> <li>• Website</li> <li>• Alerts &amp; Notifications</li> </ul>	<b>OPPORTUNITIES</b> <ul style="list-style-type: none"> <li>• New Eyes from Outside Area with New Ideas</li> <li>★ • Facebook to Share Info/Events (Use More Actively)</li> <li>★ • Attend Career Fairs/Tradeshows (Target Gen X – Millennials – Resources to Gain Their Membership)</li> </ul>
<b>ASPIRATIONS</b> <ul style="list-style-type: none"> <li>• Grow Membership</li> <li>★ • Sponsorship Opportunities +/-??</li> <li>• Student Members</li> <li>• Newsletter Advertising Sales</li> <li>★ • Online Sales of PAPPAs Items</li> </ul>	<b>RESULTS</b> <ul style="list-style-type: none"> <li>• 25-50% Increase in Membership</li> </ul>



# Action Plan 2017-2021

## MARKETING COMMITTEE 2017 ACTION PLAN

### **Key Area: Attend Career Fairs & Tradeshows (In Conjunction with Membership)**

#### **Goal/Objective #1: Identify Shows & Fairs**

##### **Actions/Tactics:**

1. Marketing Committee Chairperson  
Lead/Assigned to: Kelly Okken  
Action due by: 1<sup>st</sup> Quarter

#### **Goal/Objective #2: Compile a List of Career Fairs & Tradeshows**

##### **Actions/Tactics:**

1. Marketing Committee Chairperson  
Lead/Assigned to: Kelly Okken  
Action due by: 1<sup>st</sup> Quarter

### **Key Area: Online Sales of PAPPA Items (Catalog/Non-Inventory)**

#### **Goal/Objective #1: Identify possible vendors and costs associated**

##### **Actions/Tactics:**

2. Marketing Committee Chairperson  
Lead/Assigned to: Kelly Okken  
Action due by: 1<sup>st</sup> Quarter

#### **Goal/Objective #2: Negotiate a contract with a vendor**

##### **Actions/Tactics:**

2. Marketing Committee Chairperson  
Lead/Assigned to: Kelly Okken  
Action due by: 1<sup>st</sup> Quarter

#### **Goal/Objective #3: Present Recommendations to the Board**

##### **Actions/Tactics:**

2. Marketing Committee Chairperson  
Lead/Assigned to: Kelly Okken  
Action due by: 2<sup>nd</sup> Quarter

#### **Goal/Objective #4: Post a link on website & market online sales to membership**

##### **Actions/Tactics:**



## Action Plan 2017-2021

1. Marketing Committee Chairperson  
Lead/Assigned to: Kelly Okken  
Action due by: 3<sup>rd</sup> Quarter
2. Website Committee Chairperson  
Lead/Assigned to: Patrick Leavey  
Action due by: 3<sup>rd</sup> Quarter

### **Key Area: Increase Sponsorship Opportunities (2017-2021)**

#### **Goal/Objective #1: Identify possible Sponsorships**

##### **Actions/Tactics:**

1. Marketing Committee Chairperson  
Lead/Assigned to: Kelly Okken  
Action due by: 1<sup>st</sup> Quarter

#### **Goal/Objective #2: Create the Formal Sponsorship Program**

##### **Actions/Tactics:**

1. Marketing Committee Chairperson  
Lead/Assigned to: Kelly Okken  
Action due by: 2<sup>nd</sup> Quarter

#### **Goal/Objective #3: Investigate Tax Implications**

##### **Actions/Tactics: Reach out to NIGP Attorney for Chapter Financial Questions**

1. Marketing Committee Chairperson  
Lead/Assigned to: Kelly Okken  
Action due by: 2<sup>nd</sup> Quarter

#### **Goal/Objective #4: Report to Board for Board Action**

##### **Actions/Tactics:**

1. Marketing Committee Chairperson  
Lead/Assigned to: Kelly Okken  
Action due by: 2<sup>nd</sup> Quarter

#### **Goal/Objective #5: Implement Approved Opportunities**

##### **Actions/Tactics: Post to website, market to vendor base**

1. Marketing Committee Chairperson  
Lead/Assigned to: Kelly Okken  
Action due by: 3<sup>rd</sup> Quarter
2. Website Committee Chairperson  
Lead/Assigned to: Patrick Leavey  
Action due by: 3<sup>rd</sup> Quarter



## Action Plan 2017-2021

SOAR ANALYSIS MEMBERSHIP COMMITTEE	
<b>STRENGTHS</b> <ul style="list-style-type: none"> <li>• Complete &amp; Accurate Membership List</li> <li>• Efficient Payment System</li> </ul>	<b>OPPORTUNITIES</b> <ul style="list-style-type: none"> <li>• Student Membership</li> <li>• Internships</li> <li>★ • Updated Invoicing Structure (Invoices on website; mass mail email when invoices are available)</li> <li>• <del>Facebook</del></li> <li>★ • Attending Career Fairs with Marketing Committee</li> <li>★ • Update Membership Application to Include Mentor/Protégé Opportunity &amp; Areas of Interest for Committees</li> </ul>
<b>ASPIRATIONS</b> <ul style="list-style-type: none"> <li>★ • Expand Membership Beyond SE PA (Universities; NAEP; PASBO; NE PA; Wester PA, etc.)</li> <li>• More Membership Participation at Meetings &amp; On Committees (<b>GENERAL</b>)</li> </ul>	<b>RESULTS</b> <ul style="list-style-type: none"> <li>• <del>“Recruit a Member” Campaign</del> (<b>UNDER CONSIDERATION</b>)</li> <li>★ • More Prospective Member Packets (Steer Towards Website; Only Instructions)</li> </ul>



# Action Plan 2017-2021

## MEMBERSHIP COMMITTEE 2017 ACTION PLAN

**Key Area: Attending Career Fairs/Tradeshows (in conjunction with Marketing Committee)**

**Goal/Objective #1: Identify & reach out to contacts at NAEP & PASBO**

**Actions/Tactics:**

2. Membership Committee Chairperson  
Lead/Assigned to: Hannah Seiple  
Action due by: 1<sup>st</sup> Quarter

**Goal/Objective #2: Identify any potential conferences or meetings and schedule to attend.**

**Actions/Tactics:**

2. Membership Committee Chairperson  
Lead/Assigned to: Hannah Seiple  
Action due by: 2<sup>nd</sup> Quarter



## Action Plan 2017-2021

<b>SOAR ANALYSIS OPS GUIDE COMMITTEE</b>	
<b>STRENGTHS</b>	<b>OPPORTUNITIES</b>
<b>ASPIRATIONS</b>	<b>RESULTS</b>

As part of the Strategic Planning initiatives it was determined that the resources of this Committee would be needed/better utilized in other areas as the work for this Committee has been minimal in past years.

The dissolution of the committee has been approved by the membership and the following will occur moving forward, in order to upkeep the changes to the Ops Guide and ByLaws during the year:

1. Secretary to keep a running list of changes required to the Ops Guide throughout the year.
2. Ad Hoc Committee for major/significant changes to the ByLaws and Ops Guide can be appointed by the President. The Ad Hoc Committee will be responsible for specific tasks with deadlines.
3. First Vice President will have the responsibility to update the ByLaws and Ops Guide with minor changes and will be responsible for an annual review of the guide.
4. All these tasks must be completed prior to the last Board meeting of the year.





## Action Plan 2017-2021

SOAR ANALYSIS PROFESSIONAL DEVELOPMENT COMMITTEE	
<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Send Annual Survey to Membership</li> </ul>	<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>★ • Create a Regular Rotation of CPPB Core Classes to Help with Certification Goals</li> <li>★ • Webinars for Members</li> <li>★ • Create “Low Fee” Classes</li> <li>★ • One-Day Workshops</li> <li>★ • Vendor Educational Opportunities</li> </ul>
<p><b>ASPIRATIONS</b></p> <ul style="list-style-type: none"> <li>• Encourage Members to Apply for a Scholarship to Attend a Class</li> <li>• Not Have Classes Cancelled</li> <li>• <del>“Buy-Out” if 1 or 2 People Short of Class</del> (Already Done)</li> </ul>	<p><b>RESULTS</b></p>



# Action Plan 2017-2021

## PROFESSIONAL DEVELOPMENT COMMITTEE

### 2017 ACTION PLAN

#### Key Area: "Low Fee" Classes

##### **Goal/Objective #1: Identify Topics, Speakers and Locations**

2. Professional Development Committee Chairperson  
Lead/Assigned to: Maureen McIlvaine  
Action due by: 2<sup>nd</sup> Quarter  
(With the schedule the goal would be to achieve in Q1)

##### **Goal/Objective #2: Advertise/Market Classes to Membership**

###### **Actions/Tactics:**

1. Professional Development Committee Chairperson  
Lead/Assigned to: Maureen McIlvaine  
Action due by: 3<sup>rd</sup> Quarter
2. Marketing Committee Chairperson  
Lead/Assigned to: Kelly Okken  
Action due by: 3<sup>rd</sup> Quarter
3. Website Committee Chairperson  
Lead/Assigned to: Patrick Leavey  
Action due by: 3<sup>rd</sup> Quarter

#### Key Area: Create Regular Rotation of CPPB Classes (2017-2021)

##### **Goal/Objective #1: Send Out Class Survey to Membership**

###### **Actions/Tactics:**

1. Professional Development Committee Chairperson  
Lead/Assigned to: Maureen McIlvaine  
Action due by: 1<sup>st</sup> Quarter

##### **Goal/Objective #2: Present Results and Recommendations of Class Schedule to Board.**

###### **Actions/Tactics:**

2. Professional Development Committee Chairperson  
Lead/Assigned to: Maureen McIlvaine  
Action due by: 3<sup>rd</sup> Quarter

##### **Goal/Objective #3: Send Approved Schedule to NIGP and Begin Marketing to PAPP Membership**

###### **Actions/Tactics:**

2. Professional Development Committee Chairperson



## Action Plan 2017-2021

Lead/Assigned to: Maureen McIlvaine

Action due by: 4<sup>th</sup> Quarter

3. Marketing Committee Chairperson

Lead/Assigned to: Kelly Okken

Action due by: 4<sup>th</sup> Quarter

4. Website Committee Chairperson

Lead/Assigned to: Patrick Leavey

Action due by: 4<sup>th</sup> Quarter

**2019 Key Area: Creation of a One-Day Workshop (Mini Conference)**



## Action Plan 2017-2021

SOAR ANALYSIS REVERSE TRADESHOW	
<b>STRENGTHS</b> <ul style="list-style-type: none"> <li>• Well Organized</li> <li>• Good Vendor Core</li> </ul>	<b>OPPORTUNITIES</b> <ul style="list-style-type: none"> <li><del>• Annual Charity Chosen to Support</del></li> <li>★ • Encourage More Vendor &amp; Agency Participation</li> <li>★ • Use of Constant Contact/New Technology (<b>WEBSITE</b>)</li> <li>• Market to Agencies Earlier &amp; Post Agency List to Website to Help Attract More Vendor Registrations (<b>OPERATIONS</b>)</li> <li>★ • Continue to Look at Changing Locations to Attract New/Additional Agencies &amp; Vendors</li> <li>• Early Decision Making (<b>OPERATIONS</b>)</li> <li>• Agency/Vendor Registrations through Website Only (<b>OPERATIONS</b>)</li> <li>★ • Increase Registration Fees</li> </ul>
<b>ASPIRATIONS</b> <ul style="list-style-type: none"> <li><del>• More Vendor Participation/Marketing Strategies</del></li> <li><del>• More Direct Marketing</del></li> <li>★ • Virtual Tradeshow</li> </ul>	<b>RESULTS</b> <ul style="list-style-type: none"> <li>★ • Move Event to Every Other Year</li> </ul>



# Action Plan 2017-2021

## REVERSE TRADESHOW COMMITTEE 2017 ACTION PLAN

### **Key Area: Virtual Tradeshow**

**Goal/Objective #1: Setup program, documentation and fee structure and submit to the Board for review and action.**

**Actions/Tactics:**

1. Reverse Tradeshow Committee Chairperson  
Lead/Assigned to: Kelly Okken  
Action due by: 1<sup>st</sup> Quarter

**Goal/Objective #2: Compile a vendor list, market tradeshow, accept registrations and work with Website Committee Chairperson to place information on PAPPAs website.**

**Actions/Tactics:**

3. Reverse Tradeshow Committee Chairperson  
Lead/Assigned to: Kelly Okken  
Action due by: 3<sup>rd</sup> Quarter
4. Website Committee Chairperson  
Lead/Assigned to: Kelly Okken  
Action due by: 3<sup>rd</sup> Quarter



## Action Plan 2017-2021

### REVERSE TRADESHOW COMMITTEE 2018/2019 ACTION PLAN\*

#### **Key Area: Encourage More Agency (1<sup>st</sup>) and Vendor (2<sup>nd</sup>) Participation**

##### **Goal/Objective #1:**

##### **Actions/Tactics:**

1. Reverse Tradeshow Committee Chairperson  
Lead/Assigned to: Kelly Okken  
Action due by: 1<sup>st</sup> Quarter

#### **Key Area: Increase Vendor Registration Fee**

##### **Goal/Objective #1:**

##### **Actions/Tactics:**

1. Reverse Tradeshow Committee Chairperson  
Lead/Assigned to: Kelly Okken  
Action due by: 1<sup>st</sup> Quarter

#### **Key Area: AdHoc Committee??**

##### **Goal/Objective #1: Identify if PAPPAA wants a standing committee for virtual and RTS or Marketing to handle virtual only.**

##### **Actions/Tactics:**

3. Board  
Lead/Assigned to:  
Action due by:



## Action Plan 2017-2021

SOAR ANALYSIS WEBSITE COMMITTEE	
<p style="text-align: center;"><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Star Chapter Structure</li> <li>• Survey Option</li> </ul>	<p style="text-align: center;"><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• <del>Link to Facebook</del></li> <li>• <del>Fix Email Issue</del></li> <li>• All Fees Paid Through the Website</li> </ul>
<p style="text-align: center;"><b>ASPIRATIONS</b></p> <ul style="list-style-type: none"> <li>★ • Hosting Webinars</li> <li>★ • Hosting Online Accessible Chapter Meeting for Individuals 50+ Miles from Meeting Site</li> <li>★ • Hosting Virtual Trade Show</li> <li>• Listserv for Member Communications?</li> </ul>	<p style="text-align: center;"><b>RESULTS</b></p> <ul style="list-style-type: none"> <li>• Increased Number of Active Volunteers</li> </ul>



# Action Plan 2017-2021

## WEBSITE COMMITTEE 2017 ACTION PLAN

### **Key Area: Virtual Trade Show**

#### **Goal/Objective #1: Identify Logistics/Steps to Implement**

##### **Actions/Tactics:**

1. Website Committee Chairperson  
Lead/Assigned to: Patrick Leavey  
Action due by: 2<sup>nd</sup> Quarter

#### **Goal/Objective #2: Work with Marketing Chair to Place all Registrations/Submissions to Site**

##### **Actions/Tactics:**

4. Website Chairperson  
Lead/Assigned to: Patrick Leavey  
Action due by: 3<sup>rd</sup> Quarter

### **Key Area: List Serve & Constant Contact Software**

#### **Goal/Objective #1: Integrate Constant Contact Software and/or Mail Chimp– ability to handle List Serve?**

##### **Actions/Tactics: Report results to Board, if viable cost & effort to implement. Board review and action.**

1. Website Committee Chairperson  
Lead/Assigned to: Patrick Leavey  
Action due by: 1<sup>st</sup> Quarter

##### **Actions/Tactics: Investigate option for Chapter Only N-Site – List Serve**

2. Chapter Ambassador  
Lead/Assigned to: Maureen McIlvaine  
Action due by: 1<sup>st</sup> Quarter

#### **Goal/Objective #2: Implement Constant Contact Software and/or Mail Chimp**

##### **Actions/Tactics:**

3. Website Committee Chairperson  
Lead/Assigned to: Patrick Leavey  
Action due by: 4<sup>th</sup> Quarter





## Action Plan 2017-2021

**Key Area: Technology Improvements (Document Storage & Tracking)**

**Goal/Objective #1: Investigate Universally Accessible File Storage & Sharing Applications**

**Actions/Tactics:** DropTask, Drop Box, Google Docs, etc.

1. Website Committee Chairperson  
Lead/Assigned to: Patrick Leavey  
Action due by: 1<sup>st</sup> Quarter

**Goal/Objective #2: Present Options & Costs Associated to Board for a Board Vote**

**Actions/Tactics:**

1. Website Committee Chairperson  
Lead/Assigned to: Patrick Leavey  
Action due by: 2<sup>nd</sup> Quarter

**Goal/Objective #1: Implement Technology Improvements**

**Actions/Tactics:**

1. Website Committee Chairperson  
Lead/Assigned to: Patrick Leavey  
Action due by: 2<sup>nd</sup> Quarter



# Action Plan 2017-2021

## WEBSITE COMMITTEE 2018 ACTION ITEMS\*

### **Key Area: Webinars**

#### **Goal/Objective #1: Identify Logistics/Steps to Implement**

##### **Actions/Tactics:**

2. Website Committee Chairperson  
Lead/Assigned to: Patrick Leavey  
Action due by:

### **Key Area: Virtual Chapter Meetings (Google Hangouts)**

#### **Goal/Objective #1: Identify Logistics/Steps to Implement**

##### **Actions/Tactics:**

1. Website Committee Chairperson  
Lead/Assigned to: Patrick Leavey  
Action due by:

### **Key Area: Project Tracking & Task Technology**

#### **Goal/Objective #1: Identify Logistics/Steps to Implement**

##### **Actions/Tactics:**

1. Website Committee Chairperson  
Lead/Assigned to: Patrick Leavey  
Action due by:

\*The goals and objectives for 2018 will be revisited and action due by dates established in the 4<sup>th</sup> quarter for the proceeding year.