



**International Association of
Administrative Professionals®**

KENTUCKY DIVISION STRATEGIC PLAN

2010-2011

VISION

To be the acknowledged, recognized voice of administrative professionals in Kentucky

MISSION

To be a source of information and guidance for
Kentucky Division Chapters and members

PURPOSE

To promote personal and career development
To foster leadership skills
To increase membership in our association

STRATEGIC PLAN

GOALS and OBJECTIVES

I. Market our association by communicating membership value

Communicate to members, potential members, and employers the benefits and value of membership in IAAP. Keep our association's name in the forefront as an organization that is forward moving.

II. Promote personal and career development and educational opportunities

Encourage participation in certification programs; create a closer working relationship with educators and students; project a professional image to management and communities; and establish recognition programs.

III. Encourage development of leadership skills

Continue developing and providing leadership programs.

IV. Increase membership and improve retention of current membership

Increase membership through development of Division programs that provide tangible benefits, meet net membership goals, and increase attendance at Division meetings.

ACTION PLAN

(Suggested Ideas for Accomplishing Goals)

I. MARKET OUR ASSOCIATION BY COMMUNICATING MEMBERSHIP VALUE

Communicate to members, potential members, and employers the benefits and value of membership in IAAP.
Keep our association's name in the forefront as an organization that is forward moving.

ACTION	CHECKPOINT	RESPONSIBLE	DUE
A. Marketing Plan	1. Develop plan of action to target programs to increase visibility of IAAP	Division Membership Chair and Chapter Presidents	Fall Board
	2. Develop and publish a list of member and non-member speakers; list will be available on the Web site and in hard copy	Division Certification and Education Chair; Division Webmaster and Chapter Presidents	Fall-Board
	3. Encourage participation in one or more civic projects per year with follow up publicity (picture/article)	Division President and Chapter Presidents	As opportunities allow
	4. Distribute press releases for association events	Division President Elect; Annual Meeting Coordinator and Chapter Presidents	As opportunities allow
	5. Develop and distribute a division “welcome” packet for new members; may include division brochure	Division President; Division Membership Chair and Division Marketing Chair (President’s appointee)	Ongoing

ACTION PLAN

(Suggested Ideas for Accomplishing Goals)

II. PROMOTE PERSONAL AND CAREER DEVELOPMENT AND EDUCATIONAL OPPORTUNITIES

Encourage participation in certification programs; create a closer working relationship with educators and students; project a professional image to management and communities; and establish recognition programs.

ACTION	CHECKPOINT	RESPONSIBLE	DUE
Offer opportunities for personal growth and development	1. Encourage attendance/participation in division/chapter events	Division President; Division Membership Chair and Chapter Presidents	Ongoing
	2. Encourage chapters to establish Certification review classes. Support certification/recertification for all members	Division President; Division Certification and Education Chair and Chapter Presidents	Ongoing
	3. Attempt to establish a relationship with colleges and business schools regarding testing sites, review classes, credit hours and possible internships		Ongoing
	4. Provide information on certification/recertification requirements	Division Certification and Education Chair and Chapter Certification and Education Chair	Ongoing

ACTION PLAN

(Suggested Ideas for Accomplishing Goals)

III. ENCOURAGE DEVELOPMENT OF LEADERSHIP SKILLS

Continue developing and providing leadership programs.

ACTION	CHECKPOINT	RESPONSIBLE	DUE
A. Conduct Strategic Plan Briefing	1. Conduct a briefing for incoming Chapter Presidents or designee on the Division Strategic Plan	Division Strategic Plan Chair	Annual Meeting Leadership Training
B. Offer Workshops and Educational Materials	1. Encourage members to be presenters at IAAP functions (See I.A.2.) 2. Provide a list of educational materials owned by the Division; list will be available on the Web site and in hard copy	Division Certification and Education Chair Division Certification and Education Chair and Division Webmaster	Ongoing Ongoing
C. Conduct yearly leadership training workshops	1. Topics for possible inclusion in Leadership Training: budget preparation, Strategic Plan, Bylaws and Standing Rules, Division Procedures Manual	Division President	Between Annual Meeting and Fall Board
D. Chapter succession plan	1. Develop and mentor members for leadership roles	Division Officers; Chapter Officers and Past Division Presidents	Ongoing
E. Procedures Manual	1. Prepare procedures manual for the office or committee	Division Officers and Division Committee Chairs	Ongoing with review/revision annually

ACTION PLAN

(Suggested Ideas for Accomplishing Goals)

IV. INCREASE MEMBERSHIP AND IMPROVE RETENTION OF CURRENT MEMBERSHIP

Increase membership through development of Division programs that will provide tangible benefits, meet net membership goals, and increase attendance at Division meetings.

ACTION	CHECKPOINT	RESPONSIBLE	DUE
A. Continue Division recruitment/retention programs	<ol style="list-style-type: none"> 1. Encourage chapters to host a membership drive 2. Provide incentives for attendance at Division Meetings 3. Develop general information packet for incoming chapter presidents and membership chairs 	<p>Division Membership Chair and Chapter Presidents</p> <p>Division Board</p> <p>Incoming Division President and Incoming Division Membership Chair</p>	<p>At least annually</p> <p>Annually</p> <p>Joint Board Meeting</p>
B. Recognize individual contributions of KY Division members	<ol style="list-style-type: none"> 1. Recognize members for significant contributions to the profession, IAAP, and/or the community 2. Include certificates in Annual Meeting packet 3. Send thank you letters to employers of Board Members/Committee Chairs recognizing member contribution to IAAP 	<p>Division President with chapter input</p> <p>Division President</p> <p>Division President</p>	<p>Annual Meeting</p> <p>Ongoing</p> <p>Ongoing</p>
C. Encourage and Promote Attendance at Division Meetings	<ol style="list-style-type: none"> 1. Provide relevant educational topics 	<p>Division President and Division Certification and Education Chair</p>	<p>Ongoing</p>

TERMINATE AND STAY RESIDENT

(Goals that have been accomplished but need to remain active)

GOAL	MOVED	ACTION	CHECKPOINTS	RESPONSIBLE
I.A		Provide chapters with recruitment ideas/tools	Chapters conduct Impact IAAP Meetings in February	Division Officers and Membership Committee Chairman
I.E		Actively recruit Division Members-at-Large		Membership Committee
II.D		Chapter visits by all Division Officers		Division Officers
II.B (97/8)	1998	Set membership goals in line with those from headquarters, Recruitment Goal, Retention Goal	Chapter goals should complement Division Goals	Division and Chapter Presidents
III.A (98/8)	1998	Support certification/recertification for all IAAP members	Seminar/workshops approved for certification	CPS Committee/Education Committee
II. (97/8)	1998	Continue Division recruitment/retention efforts	Membership Blitz - Recognition of new chapter builders, New Members/First Timer Reception at Annual Meeting	Membership Committee and Division President
II.A	1998	Workshops/Videos	User of 'insider' experts	President
II.A	2001	Continue Division recruitment and retention program	Networking and idea-sharing time at meetings	Division President
II.A	2001	Increase attendance at Division Meetings	Special recognition for first time attendees, new members and non-members	Division Secretary and Treasurer
IV.B	2002	Continue to assist Kentucky Higher Education Dept. in its certification testing of business students		Students Program Committee
II.C	2004		Continue Silver Spirit Award for 25 years of membership in IAAP	Division President
II.	2006		Greeters at all Division events	Past Presidents Committee
I. A	2010	Marketing Plan	5. Maintain the current Web site and keep updated	Division Webmaster
III. B	2010	Offer Workshops and Educational Materials	2. Provide a list of educational materials owned by the Division; list will be available on the Web site and in hard copy	Division Certification and Education Chair and Division Webmaster

STRATEGIC PLAN REVISION HISTORY

REV #	SECTION AFFECTED - REASON FOR CHANGE	DATE	CHAIR
	ORIGINAL ENTRY	9/1991	Charlotte Barbee
1.	Update - Assigned Division Newsletter to President Elect	9/1992	Charlotte Barbee
2.	Update	9/1993	Charlotte Barbee
3.	Update - Moved LRP Planning to spring so new presidents could have in May	5/1994	Charlotte Barbee
4.	Update - Developed the Vision - Purpose statement for plan	5/1995	Jean Weidner CPS
5.	Update - Added Checkpoints and Responsibilities	5/1996	Dottie Everly CPS
6.	Update - Added Revision History page and Terminate and Stay Resident for goals that need to remain active but have been accomplished - moved III.F to Goal I.E.; moved Action Item A and E of Goal I to "TASR" page and Goal II, Action D, moved to "TASR"	5/1997	Suzanne Stimson CPS
7.	Added new Goal I (Marketing Emphasis), renumbered remaining goals, moved III.E. to new Goal I; reduced PURPOSE by striking ... awareness of current issues; moved I.B to Goal I, eliminated IV. Enhance Awareness of Current Issues Affecting Office Professionals	5/1998	Suzanne Stimson CPS
8.	Dates were changed and some wording revised. A few checkpoints were added and some were deleted or reworded for clarity.	5/1999	Dottie Everly CPS
9.	Dates were changed and some wording revised. A few checkpoints were added and some were deleted or reworded for clarity.	8/2001	Marion Hale
10.	Long Range Plan Committee name changed to Strategic Planning to correlate with International added new checkpoints under Goals 1, 2, 3, 4 moved IV.B. to "TASR"; changed PSI to IAAP; changed name to Strategic Plan	8/2002	Dottie Everly CPS
11.	Changed due dates from months/years to meetings; deleted reference to Div. Marketing Com. in Action I replacing with other responsible position; deleted ref. to creation of guidelines for using scholarship funds; reworded recognition of contribution; moved Silver Spirit Award to TASR in Action II; added section on Strategic Plan briefing at Annual Meeting to Action III; deleted Action Point IV.3 i.e., Offer career development opportunities to students and everything associated with this point.	2/2004	Cheri Collins CPS/MOS
12.	Reworded Goals I and III making changes to checkpoints, responsibilities and dues dates. Added a checkpoint to Goal II. Added two actions to Goal IV, revising and adding checkpoints to Goal IV.	2/2005	Marion Hale
13.	Added a checkpoint to Goals I, II, and IV. Updated responsibility and due dates on each goal. Moved a checkpoint from Goal II to TASR.	3/2006	Marion Hale
14.	Added portion of Goal I that was inadvertently deleted; added letters to Action(s), numbers to Checkpoint(s) and page numbers for clarity; changed due date on Goal I, Action A, Checkpoint 2 and added 'division brochure' to Checkpoint 6; changed due date on Goal III, Action C, Checkpoint 1, combined first and second Action/Checkpoint into one on Goal IV, added 'possible internships' to 2 nd Checkpoint and deleted 4 th Checkpoint on Action A making it A. 1, 2, 3.	3/2007	Kay Hays CAP
15.	Reversed the order of statements under Purpose; changed the order of Goal I, switched the order of Goals II and IV; updated new Goal II to include personal growth and moved Action A to Checkpoint #2; revised wording in Goal III, Action B; added Checkpoint #1 to Goal IV, Action, A; moved Action C to B and B to Checkpoint #1; renumbered Checkpoints #2 and #3 combining Actions B & C and included new Action C; changed wording throughout under 'Responsible' and 'Due' for continuity.	4/2008	Kay Hays CAP
16.	Action D at top of page 9 deleted. Committee decided focus should be on membership and chapter retention for the present time.	3/2009	Dottie Everly CPS

17	<p>Moved Goal 1, Action Point A Paragraph 5 to TASR because the Website is well established and continually maintained. Deleted Goal II Action B and C because the direction of this Strategic Plan is geared towards the division not the chapters. Both of these action points were geared toward chapters and should be part of the individual chapters' strategic plan.. Goal III Action B Paragraph 2 was moved to TASR because our educational materials are listed on the Website and the Board is reminded of this at the Board meetings. Goal III Action D Paragraph 1 was changed to "Division" succession plan instead of Chapter succession plan because this is the Division Strategic Plan and not a chapter strategic plan. Also on this same point Chapter Officers was deleted as a responsible party. Goal III Action E Paragraph 1 was added making the responsibility of maintaining the procedures manual for all division officers and committees by the member in the position.</p>	2/2010	Cheri Collins CPS/CAP/MOS
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IAAP International's Core Values 2009

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.