



IABC PACIFIC PLAINS 2011/2012 STRATEGIC PLAN

IABC Vision

IABC links communicators in a global network that inspires, establishes and supports the highest professional standards of quality and innovation in organizational communication. We are recognized as the professional association of choice for communicators who aspire to excel.

IABC Mission

- Provide lifelong learning opportunities that give IABC members the tools and information they need to be the best in their chosen disciplines.
- Share among our membership best global communication practices, ideas and experiences that will enable us to develop highly ethical and effective performance standards for our profession.
- Shape the future of the profession through groundbreaking research.
- Lead the way in the use of advanced information technology in the profession.
- Unite the communication profession worldwide in one diverse, multifaceted organization under the banner of the International Association of Business Communicators.

Pacific Plains Region Mission

Pacific Plains Region supports the IABC mission by:

- Serving region members through providing guidance, support, and development opportunities for chapter leaders and members at large.
- Advancing the profession through professional development and leadership development.
- Advocating and facilitating communication between chapters, members-at-large and the IABC Executive Board.

Pacific Plains Value Proposition (working version)

The Pacific Plains Region is a central resource with knowledge and expertise to provide a community of sharing and experience. This central resource offers programming, interaction, experience and a community to help support the development of chapter leaders and members at large.

Audiences

Pacific Plains Region focuses on four audiences

- Chapter Leaders from 20 IABC chapters |
- Members at Large: 98 as of 6-10-11 (95 – 2010; 103 – 2009; 122 – 2008)
- IABC leadership (Executive Board, Council of Regions, Staff)
- Pacific Plains Region Board itself

Goal: Enhance engagement of PPR’s two primary audiences: chapter leaders and members-at-large.

Objective: Improve chapter leader perception of region’s effectiveness by ten percentage points over previous year’s PPR annual survey.

2011 – Beginning Term - Benchmark Questions	Oct. 2011 Positive Perception (Very effective & effective) Objective = Raise 10%	Oct. 2011 Unsure/have not used Objective = lower 10%
Listening to chapter leaders	54.6%	45.5%
Facilitating communication between chapters	45.5%	45.5%
Facilitating communication between chapters and IABC Executive Board	9.1%	63.6%
Providing guidance to chapter leaders	54.6%	45.5%
Providing support to chapter leaders	54.4%	45.5%
Providing development opportunities to chapter leaders	45.5%	45.5%
Addressing the big issues that your chapter faces	45.5%	45.5%

2010 – End of Term - Benchmark Questions	June 2010 Positive Perception (Very effective & effective) Objective = Raise 10%	June 2010 Unsure/have not used Objective = lower 10%
Listening to chapter leaders	57.7%	29.7%
Facilitating communication between chapters	33.2%	32.4%
Facilitating communication between chapters and IABC Executive Board	24.3%;	48.6%
Providing guidance to chapter leaders	59.4%	18.9%
Providing support to chapter leaders	57.4%;	18.9%
Providing development opportunities to chapter leaders	45.9%;	29.7%
Addressing the big issues that your chapter faces	43.2%;	27%



Tactic	Summary	Measurement	Who	Timing	Budget	Status
<p>Chapter Leader Annual Survey <i>(results shown above).</i></p>	<p>Conduct annually – 1st quarter of new president’s term</p> <p>Include benchmarking questions about the value proposition.</p> <p>Think about engaging members at large. What questions would we like to ask them a year or two down the road to measure?</p>	<p>Benchmarks noted above.</p>	<p>Sandy/Cindy (Cvent)</p> <p>Jill F/Cindy</p>	<p>Sept. 2011</p> <p>June 2011</p>		<p>Sandy emailed out survey questions to board for updates by Sept. 1. Survey to be emailed for responses by Sept. 15.</p>

Objective: Understand the impact of PPR on chapter leaders, members-at-large and their needs. Better assist chapter leaders to manage their chapters. Engage members at large (MAL). (*Above Tactic: Chapter Leader Survey also applicable here.*)

Tactic	Summary	Measurement	Who	Timing	Budget	Status
Chapter Leader Contact Doc	Listing of contact information for leadership on all Region Chapters		Karen/Molly/Jill	Annually		Completed.
PPR Value Proposition	Finalize Value Prop					Present at Chapter Leader meetings for a vote. Finalize at board meeting in July – no comments received via email.
Webinar Series	Conduct 4-webinars prior to July 2012 Conduct post webinar evaluations of participants (consider MAL needs).		Webinar Team Volunteers Karen-presenting marketing plan – Sept. 2011			Marketing Plan – in development Webinar speakers identified for 3 events. First webinar held Oct. 25 – 47 registrants (___ participants).
Chapter Leader Meetings	Hold fall and summer face to face meetings. Need to address revenue concerns. Make a budget priority in 2012.		Director – organize location All - interaction			Fall location suggested: Omaha/Lincoln – Date suggested Oct. 22-23. Summer location/dates TBD
Silver Quill Judging	Work to improve the judging standards for Silver Quill. Develop guidance document for 2012 judging coordinator/panel.		Jill Folan (SQ Liaison) – Others?	Mar. 2012		

OVERALL PPR ACTIVITIES THAT SUPPORT THE STRATEGIC PLAN GOALS AND OBJECTIVES.

Ongoing Activities - *(activities the board deems important enough to continue annually, but don't need a direct strategy)*

- Board Packet Dashboard *(President)*
- Conduct Pulse Surveys as needed through email, social media, etc. *(President/Communications Team)*
- Leadership Institute – make it a budget priority to get board members (especially chapter advocates) to the event to interact with chapter leaders. *(All)*
- Website/Social Media *(Communications Team)*
- Chapter Leader – Stay Fit Tool – continue work to determine if it is useful to chapters. *(All)*

As Needed Activities – *(activities the board should reconsider in the future)*

- Exchange Conference – No Conference 2011, 2012. Reconsider for future years.
- Chapter Advocate Training Guide – Update as needed.
- Chapter Management Kits for Chapter Advocates – consider rolling into the Chapter Advocate Training Guide in the future.
- Chapter Triage – Chapter Advocates using partnerships between chapters to address. Revisit in future.
- Member-at-Large Needs – Continue to discuss and move forward with how we support them.
 - Could be a good fit for the Region Growth and Development Director as we move toward understanding what we should be providing members-at-large.