

Strategic Review 2004

In keeping with the pattern of developing a Strategic Plan every two years, the following is offered in lieu of a day-long event. This is offered for the board's review of the concepts and additions or deletions from it during the October 2004 meeting in order to lend substance without a significant time investment.

1. Reviewed 1995 original strategic plan
2. Reviewed last strategic plan from October 2002
3. Reviewed recent Long Range Planning report November 2003
4. All of these documents had something to say about Strengths, Weaknesses, Opportunities, and Targeted objectives, however, there seems to be a pattern which will be shown in the table below.
5. The critical issues facing the association and the categories for concentration seem to be timeless and will not be repeated here, however, the categories will be shown in the table below.

Rather than reiterate a long narrative, this review is shown in table format so that we can all look at one sheet of paper and look at the types of activities, which we have stated over and over that we want to do, that we want to repeat, or that we want to improve.

<p><u>Membership</u></p> <ul style="list-style-type: none"> • Services/Benefits brochure • Mini CD with Membership info • Membership video for unit use • Increase Corporate memberships, improve relationships, increase donations • Provide \$2K Insurance for members and \$1K insurance for non-members 	<p><u>Information Technology</u></p> <ul style="list-style-type: none"> • Improve hardware, software, speed, and security of IT at Biddle Hall and web site • Technology PLAN • AV requirements review • Office equipment requirements review
<p><u>Legislative</u></p> <ul style="list-style-type: none"> • Create Federal and State agenda • Continue Federal and State events • Analyze need for full time employee (Lobbyist) • Post on website/newsletter/emails 	<p><u>Annual Conference</u></p> <ul style="list-style-type: none"> • Advertise 2006 info • Select 2007 and 2008 locations • Improve exhibits and donation generation
<p><u>Finances/Marketing</u></p> <ul style="list-style-type: none"> • Develop new sources of revenue • Sell Assoc. items on web site • Pay dues / buy things on line(security) • Sell advertising • More Corporate members/donations • Sell more Insurance 	<p><u>Awards</u></p> <ul style="list-style-type: none"> • Continue PR awards • Develop unit membership awards • Corporate member recognition, banquets, plaques, other new ideas
<p><u>Operations/Organization/Biddle Hall</u></p> <ul style="list-style-type: none"> • Analyze need for more full time staff and pay and benefits for current staff • Revisit Biddle Hall SOP/Rentals/Fees • Repairs/re-model Biddle Hall basement • Re-visit mission and vision statements • Develop A.J. Biddle display 	<p><u>Continuity Files/Notebooks</u></p> <ul style="list-style-type: none"> • Annual Conference • Legislative Breakfast • Awards procedures • Corporate member procedures
<p><u>Communications/Public Relations</u></p> <ul style="list-style-type: none"> • Create a plan/procedures for providing PR support funds • Quarterly newsletter on web site/email • Care packages, PX cards, phone cards for deployed units • Finish Cyber cafe 	<p><u>Generation X/Y Program</u></p>