

Strategic Goal	2008-2009 Strategies	Objective	Committee Responsibility	Time Line
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PROGRAMS <i>(Continued)</i>	3.3 Develop one innovative workshop for the business community	Organize a panel discussion and offer “How To Market Your Small Business” workshop	• Program	Before Dec 2008
EDUCATION				
4. To be recognized as the premiere resource for educational and training opportunities to members, students and the community to promote the advertising industry	4.1 Continue scholarships to UM-F student	Provide 1-\$500 scholarships to appropriate students as defined written criteria	• Education	Dec 2008
	4.2 Support student members	Post internship opportunities and student’s request for internship on club web site	• Education	Before March 1, 2009
	4.3.Launch college “job shadow” program	Have active 20 students with area member businesses	• Education	Before March 1, 2009
	4.5. Student membership	Create fee structure and benefits for membership	• Board	Fall 2008
COMMUNICATION				
5. To provide effective innovative communication to members, students, and businesses	5.1 Publish/promote an online membership directory	Distribute early in the club year to inform members of current membership and calendar of events for year	• Communication	Jan 2009
	5.2 Keep on top of web site to reflect cutting edge design and industry trends	Expand web site capabilities to include reservations	• Web	Before January 1, 2009
	5.3 Expand branding campaign	Establish a logo-wear store for member purchase	• Communication	Begin Jan 2009
	5.4 Use media sources to promote programs, meetings and events	Publication in media at least one week prior to event—at least 10 press outlets	• Communication	On-going
	5.5 E-Marketing campaigns	Continue eblasts to promote events and create e-newsletter to provide club news, stories and industry trends, etc.	• Communication	Jan 2009
	5.6 Club Name Change	Explore pros and cons of a name change to national brand	• Board	By Jan 2009

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FUND RAISING				
6. Obtain funding to carry out programs and financial obligation of the federation	6.1 Conduct 2008 event (?)	Make a 5% profit	•	Spring 2008
	6.2 Conduct 2009 ADDY program	Increase revenue by 10%	• ADDY	February 2009
	6.3 Obtain sponsorships for ADDY, Programs	ADDY—\$4,500 Programs—\$1,000	• ADDY, Fund-raising and ExecDirector	Fall 2008 and on going
CLUB MANAGEMENT				
7. Implement best-practice management and operating processes to protect the resources and assets of the club.	7.1 Increase cash reserve 3%		• Fund raising • All Committees	2008-2009
	7.2 Conduct Club Self-Audit Process	Review policies, procedures, contracts, financial, and legal documents of the federation to keep current	• Executive Director and Board	Fall 2008
	7.3 Amend By-laws	If necessary	• Board of Directors	Fall 2008
	7.4 Repopulate Board and readdress responsibilities	Increase board by 3-4 chairs	• Board of Directors	Summer 2008
	7.5 Membership packets, fee structure, etc.	Reevaluate all membership materials	• Board of Directors	Summer/Fall 2008

2008-2013 Strategic Plan Developed May 2008

Approved by 2008-2009 Board of Directors:

(President of the Board of Directors)

(Date)