



## 2012 Goals and Ideas

- 1. Beginning November 2011, organization will be overseen by an Executive Director**
  - a. ED will oversee day to day operations and decision making
  - b. ED will have budgetary authority up to certain amount within budget
  - c. ED will be a voting member of the board
  
- 2. Evaluate membership cost and benefits**
  - a. Explore the potential for a tiered membership approach
  - b. Promote the Power of Two
  - c. Develop stronger student member option
  
- 3. Increase the net revenue of Series by \$9,000 in 2012**
  - a. Offer FOT and/or ES at least once per year in the Salem and Eugene areas
  - b. Offer a new series quarterly on topic TBD beginning in 2012... look at using an RFP process to find speakers for the series
  - c. Explore possibility of offering at least one series as a webinar
  
- 4. Provide low cost Learning Events to members**
  - a. Webinars presented by chapter members
  - b. Use conference workshop speakers as presenters for basis of learning events
  - c. Save big name speakers for conference
  
- 5. Beginning in November 2012 we will increase networking opportunities**
  - a. LinkedIn becomes a member only platform
  - b. Reinstigate informal networking at local establishment
  - c. Special Student and Professional Member networking events
  - d. Quarterly formal membership meetings
  
- 6. Evaluate and improve chapter communication**
  - a. Have independent resource to evaluate all chapter marketing and branding
  - b. Create marketing plan based on suggestions from above
  - c. Update website to include member only section
  - d. Evaluate and select a content management system
  
- 7. Evaluate all Chapter Partnerships**
  - a. Review and update all current partner organization agreements
  - b. Explore new community partnerships with other non-profits
  - c. Build a partnership with CLOs and CHROs in the Portland Community
  - d. Re-establish partnerships with past Chapter leadership