



CUSTOMIZED CHAPTER OPERATIONS PLAN FY 2026-2028

Our mission is to enhance and promote the expertise of government meeting professionals.
Our objectives are to improve the quality of, and promote the cost-effectiveness of, government meetings.
SGMP is the only national organization in the U.S. dedicated exclusively to government meetings.
SGMP delivers our membership value through education, resources, and networking.

STRATEGIC FOCUS 1: MEMBERSHIP

Recruit
Reclaim

Retain
Branding

STRATEGIC FOCUS 2: VOLUNTEER LEADERSHIP

Take Ownership
Revitalize with Succession Planning

Learn Continuously
Emphasize Sustainability

STRATEGIC FOCUS 3: EDUCATION, RESOURCES & NETWORKING

Products & Services Driven by/Aligned with Mission
Resources

Education
Networking

STRATEGIC FOCUS 4: GOVERNANCE, ETHICS & OPERATIONS

Ethics & Integrity
Bylaws, Policies & Procedures, Robert's Rules of Order

Customer Service Culture
Enacting Appropriate Roles & Structure

STRATEGIC FOCUS 5: COMMUNICATION

Engage in Dialogue Openly & Effectively
Utilize Emails & Social Media

Maximize Chapter Newsletter & GC magazine
Prioritize Transparency

STRATEGIC FOCUS 6: FINANCIAL STABILITY

Budget Creation Process
The 80/20 Rule

Budget Monitoring Process
Cash Reserves

STRATEGIC FOCUS 7: VISIBILITY & MARKETING

Presence in the Marketplace
Alliance Building with Agencies

Differentiation within the Marketplace
Alliance Building with Industry Associations

STRATEGIC FOCUS 8: BUILDING ON STRENGTHS

Organizational Adaptability
Leadership Development
Things

Membership Evaluations
Being Great at One Thing vs. Being Average at All

STRATEGIC FOCUS 9: RELATIONSHIPS WITH NATIONAL

With the National Board
With Other Chapters

With Your Region
With Headquarters Staff



2026-2028 Chapter Operations Plan for Michigan

1st STRATEGIC FOCUS **MEMBERSHIP**

GOAL: Increase membership to 170. Maintain MiSGMP as 2nd largest chapter of SGMP.

OBJECTIVE: Increase and maintain membership; actively work to engage members.

STRATEGY:

- Send monthly membership emails.
- Reach out to guest attendees, follow-up regarding joining.
- In addition to the Ambassador Program, establish a second welcome committee with board members to greet and welcome members at monthly meetings.
- Continue to use templates consistently (i.e., New Member Welcome, Membership Expiring, Membership Expired, Membership Dropped) to recruit potential members.
- Obtain Membership awards.

TACTIC(S):

- Leverage with other industry partners to find new members.
- Send handwritten Welcome notes to members.

2nd STRATEGIC FOCUS **VOLUNTEER LEADERSHIP**

GOAL: Encourage and expand volunteer and leadership roles.

OBJECTIVE: Utilize committees to get the membership more involved.

STRATEGY:

- Highlight work of committees as relevant during monthly meetings and invite/encourage member participation.
- Introduce committee chairs in State of the Chapter at AEC and have each chair give a brief description of work of the committee.
- Post committee descriptions, chairs, and contact information on website.

TACTIC(S):

- Annually email committee information to members and invite/encourage participation.
- Spotlight various committee information in the e-Newsletter.
- Provide chapter scholarships to AEC and NEC.

3rd STRATEGIC FOCUS **EDUCATION, RESOURCES, AND NETWORKING**

GOAL: Provide relevant and timely education programs to attract and support members.

OBJECTIVE: Create and publish an Annual Schedule of Events including core competencies and EIC domains; including speakers, topics, course descriptions, and location as available.

STRATEGY:

- Provide education programs and speakers which attract attendees and grow monthly attendance.

- Grow the AEC attendance to 77.
- Obtain Programming of the Year award.

TACTIC(S):

- Actively market and grow GMS participation.

4th STRATEGIC FOCUS GOVERNANCE, ETHICS & OPERATIONS

GOAL: To promote awareness of SGMP's sound governance and efficient operations.

OBJECTIVE: To ensure the full membership has access to and understands the governance, and that chapter bylaws, policies, and procedures remain current.

STRATEGY: Review and update chapter bylaws, policies, and procedures on a regular basis; ensure the Board follows Robert's Rules of Order and understands appropriate roles & structure; maintain a strong customer service culture chapter-wide. Keep members informed of SGMP's Code of Ethics and any changes to National's ethics policy.

TACTIC(S): Post current bylaws, policies, and procedures under quick links on the MiSGMP website for all members to access; review governance documents annually and update as needed; onboard incoming Board members on roles, structure, and procedures.

5th STRATEGIC FOCUS COMMUNICATIONS

GOAL: Provide relevant, timely, and consistent information.

OBJECTIVE: Execute a detailed timeline calendar for all communications.

STRATEGY:

- Create a consistent presence on all MiSGMP social media platforms (Facebook, LinkedIn, and Instagram).
- Create a bi-monthly e-Newsletter with relevant and timely information including monthly meeting reminder and previous monthly meeting recap. e-Newsletter shall be published, distributed to members, and posted on the MiSGMP website.
- Retain and grow committee members to assist with communication.
- Understand and utilize social media analytics.
- Yearly review the scoring rubrics of the Communications of the Year award and obtain Communications of the Year award.

TACTIC(S):

- Continue to actively engage members in communications.
- Continue to maintain website, keep current.

6th STRATEGIC FOCUS FINANCIAL STABILITY

GOAL: To ensure MiSGMP has the resources required to support and fulfill the MiSGMP mission and goals, and to plan for continued growth to enable success and sustainability.

OBJECTIVE: To ensure the fiscal year MiSGMP budget is submitted to National by the due date.

STRATEGY: To ensure resources, costs, and budget align with MiSGMP mission and goals.

TACTIC(S):

- Create the annual budget, comparing previous' years expenses with current costs to ensure Education Expenses reach the goal of 80% or better.
- Track all financials as income is received and expenses occur.
- Monitor monthly bank statements and balance accounts monthly. Submit monthly Treasurer's Report by 15th of the month and notify President when report is submitted.

7th STRATEGIC FOCUS VISIBILITY AND MARKETING

GOAL: Promote MiSGMP activities to grow awareness of the chapter and the society.

OBJECTIVE: Continue to market MiSGMP.

STRATEGY:

- Continue to attend tradeshow and staff a MiSGMP table/booth to market MiSGMP.
- Give MiSGMP presentations where appropriate.
- Set measurable visibility goals (e.g. new agency contacts, social media growth) and review progress annually.

TACTIC(S):

- Continue with sponsorship bundling format. Reach out to prior bundle sponsorship partners for first right of refusal.
- Maintain consistent MiSGMP branding and templates across booth materials, social media and website/newsletter marketing.
- Continue community service project or funding annually.

8th STRATEGIC FOCUS BUILDING ON STRENGTHS

GOAL: To ensure the chapter has the information and materials needed to promote and support the chapter mission.

OBJECTIVE: To build on the strengths of the MiSGMP membership to promote and ensure excellence.

STRATEGY: Cultivate strengths by holding monthly board meetings and membership meetings providing the members with resources, education, and networking opportunities.

TACTIC(S):

- Committee rosters to track the longevity of committee members.
- Rosters to track the longevity of supplier members.
- Update and maintain committee tasks and timelines.

9th STRATEGIC FOCUS RELATIONSHIPS WITH NATIONAL

GOAL: Maintain positive relationship with the National Board, Gilmer Institute of Learning (GIL) Trustees, National staff, and other chapter leaders.

OBJECTIVE: Maintain relationship with National.

STRATEGY:

- Turn in all required items by due dates.
- Include National Chapter Liaison in board meetings and events when appropriate.
- Stay up to date on national news through calls and committees.

TACTIC(S):

- Maintain presence on national calls and/or meetings (Board members, minimum 2)