



CUSTOMIZED CHAPTER OPERATIONS PLAN

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: ETHICS, GOVERNANCE & 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



2024-2026 Chapter Operations Plan for Michigan

1st STRATEGIC FOCUS MEMBERSHIP

GOAL: Increase membership to 150. 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.
- Strive to meet the qualifications of the Membership awards.

TACTIC(S):

- Update and distribute, as appropriate, the Renewal Benefit FAQ Sheet.
- 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.
- Post 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 by September 10th; 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 75.
- Strive to meet the qualifications of the Programming of the Year award.

TACTIC(S):

- Actively market and grow GMS participation.

4th STRATEGIC FOCUS ETHICS, GOVERNANCE & OPERATIONS

GOAL: To continue to promote SGMP's Code of Ethics.

OBJECTIVE: To provide an educational session on ethics.

STRATEGY: Secure a speaker to present on ethics annually.

TACTIC(S): Annually sign and submit National's Code of Ethics document and continue to include document under quick links on the MiSGMP website.

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 strive to meet the qualifications of the Communications of the Year award.

TACTIC(S):

- Continue to actively engage members in communications.
- Continue to maintain website archives.

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 10th 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.

TACTIC(S):

- Continue with sponsorship bundling format. Reach out to prior bundle sponsorship partners for first right of refusal.
- Create/distribute/sell MiSGMP promotional items (i.e., pins, shirts).

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):

- Create committee rosters to track the longevity of committee members.
- Create rosters to track the longevity of supplier members.
- Create 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.
- Have representation on relevant National calls and committees.

TACTIC(S):

- Submit presentation proposals for NEC and JLM/JLS and provide relevant supporting documents.