

**ARIZONA IPMA-HR CHAPTER
STRATEGIC PLANNING RETREAT**

June 14, 2012

Current Board Members Present

Mark Bizik	Donna Love	Dan Schmidt
Lisa Esquivel	Nancy Love	Carolyn Sellmeyer
Bruce Gardner	James May	Louis Telles
Wendy Jackson	Laura Neal	Dyan Wolf

Current Board Members Absent

Annette Medina
Carol Smith

Location

The meeting was held at the Phoenix Fire Department Special Operations Building in the conference room. The meeting was called to order at 12:50 p.m.

Welcome

Bruce Gardner began the meeting by explaining that when he and Lisa Esquivel were at the Las Vegas for the IPMA National Convention last year, other chapter representatives talked about their strategic plans. Upon realizing that our current strategic plan was created in 2004, they felt it was necessary for us to update our strategies for the Arizona Chapter's future.

For the record, on May 22nd, the Board approved the use of Marnie Green at a cost of \$1750 to facilitate an update to the IPMA-HR Arizona Chapter strategic plan.

Bruce also specified the need for a Chapter transition plan that states specifics on board roles and functions, e.g., a three year commitment for those in the President role (Vice President, President, and Past-President).

Mission Statement

After an exercise and discussion, the board voted on changing two words in the mission statement to broaden our score. Those words were "events and forums" to "opportunities and resources."

Current Mission Statement: *"To actively lead the Arizona public sector Human Resources community by providing events and forums that establish relationships, promote learning, and enhance organizational value."*

Updated Mission Statement: *"To actively lead the Arizona public sector Human Resources community by providing opportunities and resources that establish relationships, promote learning, and enhance organizational value."*

Marnie conducted a SWOT analysis so the board could determine ways to accomplish our mission. Three main areas come out as top priorities:

1. updating the website
2. creating a chapter "brand"
3. improving/increasing outreach

Additional areas highlighted as being important to the board were:

- Updating the bylaws – Lisa will chair.
- Obtaining 501(c)3 status for the chapter – Bruce will chair and Wendy will assist.
- Creating a website committee – Bruce will chair and Annette will assist.
 - Update the documents on the website, find a webmaster and host, develop a site map, and invest in improving the site so it will be attractive to viewers.
- Marketing committee – Louie and Laura will chair.
 - The current logo is approximately six years old. A logo contest will be held among members. The prize will be a certificate to attend the 2013 annual conference for free.
 - Members will be asked to submit their logo/tagline ideas by the end of July. Voting will take place in August and the new logo will be unveiled at our October meeting.
- Enhanced membership drive will be conducted utilizing the new logo/brand.
 - The goal will be to attract large groups within the state by identifying human resources professional groups with a similar mission to IPMA as well as connecting with Arizona State University's schools of public programs and business to reach students enrolled in public administration and human resources coursework.
 - Encourage participation in the Arizona Chapter by HR Directors including giving them opportunities to present and roundtable discussions.
- Contact our members to find out what it is that they want. What can we do to make our meetings more valuable? Ideas included:
 - Provide meetings at different times (mornings and evenings).
 - Provide more entry level topics for new to the HR profession.
 - Provide mentors to the younger generation of HR professionals.
 - Provide scholarships for those taking human resources coursework.
 - Provide scholarships to those who are in the field but who have to pay out of pocket to attend our seminars and conferences.
 - Create a summer internship program for college students interested in a human resources career.
 - Provide volunteer opportunities for our members such as conducting HR-related classes at AWEE, Goodwill, or similar organizations helping people get back to work.
- Create action items and deadlines for each goal.

James May moved to create a marketing committee until the committee is no longer needed. Nancy Love seconded. The motion passed unanimously.

Lisa Esquivel moved to offer a prize to the logo/tagline contest winner. Laura Neal seconded. The motion passed unanimously.

Communication of the Plan to Membership

This is the 25th anniversary of Arizona IPMA-HR, reinvent the Chapter.

- Determine what the value of our mission is to members and provide them with a handout of our mission with the new logo and tagline.
- Create an annual newsletter listing our accomplishments.
- Create a tangible or virtual “Wall of Wonder” that highlights our achievements.

Meeting Assessment

At the end of the meeting, the board had a discussion on the outcome of the session and came to the conclusion that we had not actually created a strategic plan but had created action items and goals instead. The decision was made that these action items and goals were vital for us to achieve in order to move forward and we will need to meet again in six to nine months to examine where we are in relation to achieving these goals. If we feel that we have accomplished what we need to, we will hire Marnie again to create the strategic plan.

Adjournment

Lisa Esquivel moved for adjournment, seconded by Bruce Gardner. Motion passed unanimously. President Lisa Esquivel adjourned the meeting at 4:10 p.m.

Respectfully submitted,

*Laura Neal, Secretary
Arizona IPMA-HR*

FLIP CHART NOTES & SWOT ANALYSIS

Current Mission Statement

- To actively lead the Arizona public sector, HR community by providing opportunities and resources that establish relationships, promote learning, and enhance organizational value.

Today's Agenda

- Review survey results
- Revise or confirm mission
- SWOT
- Vision of the future
- Short & long term goals
- Commitments
- Communication to membership

Result: Top Priorities for Chapter

1. Website
2. Brand/logo
3. Membership expansion

Opportunities for Chapter

- Poor economy (unable to join other organizations & travel)
- Expand mix (kind of members)
- Cultivate more HR Directors to be involved & Bigger cities involved
- Expand relationship building
- Reaching out to new HR staff or students or wannabes
- Incentives attendance for younger
- Meet on-line
- Tucson sub-chapter
- Partnering with other organizations

Threats to Chapter

- SHRM (comparison to) or NPELRA PRIMA
- Economy
- Travel restrictions
- IPMA National – lack of support/WR too
- Lack of continuity across regions/org structure
- Image of public sector
- Burn out of board

Themes

- Action planning \$
- Technology
- Chapter strengths/weaknesses
- Diverse membership
- Marketing/branding
- Good foundation/momentum
- By laws? – position terms & qualifications & roles of board members
- Relationship with WR & National
- What's our goal: individual versus organization development

Chapter Strengths

- Board – teamwork
- Momentum => conference
- Quality programs
- Reputation in region / memberships
- Clear niche
- Diversity in many ways

Chapter Weaknesses

- Same speakers & trainers over & over
- Primarily municipality
- Website & technology
- Lack of geographic diversity
- Reaching new HR professionals
- Marketing
- Not expanding beyond bi-monthly meetings (nothing to market)
- Communication to non-members
- Lack of organization commitment beyond Phoenix – few Directors
- We don't actively involve people in establishing relationships

GROUP EXERCISE NOTES CARDS

The following ideas came from the 3-4 board member teams. Each team was asked to come up with ideas on how to enhance the chapter.

- Create AD HOC Committees (not only board members!)
- Marketing/branding
- Web Development

- Scholarship
- Ask HR Director to give away Scholarships to luncheons
- Send peeps to us
- Marketing Brochure
- Newsletter
- Email Blast

- Scholarship

- Who does not have seminar/member Reimbursement
- Use social media to market scholarship
- Gets newbies / younger set

- HR Director
- Breaking news round table
- They present information to group

- HR Director
- We can be their resource “mine” of information
- Provide a networking Opportunity for them
- Change meeting format with round table at end

- Visions
- Well-oiled machine
- Passion
- Resources
- Time & Commitment
- Focus
- We know who we are & who we represent * where we are going
- Respected with our own organizations

- Speakers seeking us out
- Resources/Information/Support
- Scholarships & training to develop membership
- Hire a full time person to provide development marketing and web support
- Recognizing accomplishments of others
- Board have regions with chapter, with board members
- C.M. / MSC encourage membership partner with league (advocacy)
- Videos of training on web
- White paper from members on web
- Facebook, linked in, twitter accounts
- Small groups within the chapter based on area or interest
- 150 members at each meeting

- In five years – AZ Chapter looks like
 1. Diverse membership
 2. Better than SHRM
 3. Can attend meetings / replay meeting thru FB & Website
 4. 200-250 chapter members
 5. Split off rest of state from metro Phoenix – separate chapter / sub chapter
 6. Non-profit status
 7. Extensive marketing & common plan

- Chapter is very diverse with representation at municipal, county, state and other public agencies levels
- A strong presence on social media announcing dynamic events (Facebook, Twitter, Linked In)
- Events that include webinars with strong regional speakers and panels that actually debate pressing issues
- Strong networking that allows members to share their practical solutions to problems – overtime issues, etc.
- Exciting events & functions
- Great presentations & topics informative, relevant & hot
- Networking opportunities
- Local, Regional, international working together
- Members from state, federal, county government
- Website with helpful tools and resources
- HR Director involvement
- Training from public officials (CMO)
- Active board with smaller off shoot meetings (after work)
- Topics are current / cutting edge
- Energetic presentations

- White papers
- 300 plus members
- Certification classes have long wait list
- Vibrant website
- Monthly meetings – SRO
- Weekly e-news presence
- Lapel pins for certified pros
- More representation
- Most sought after (membership)
- Large / volume lectures, events
- Cutting edge with technology for training/meetings/ webinars
- Multiple chapters
- Public sector resources
- Commitment to review by-laws - Lisa
- Focus on non-profit status - Bruce
- Try breakfast or late afternoon meetings in mix - Nancy
- Round table “Breaking Ideas” Opportunity – Nancy
- Each member commits to recruiting one member (Doubles memberships)
- Focus on membership
- Drive in larger Hubs of state
- Create a list of entities/organizations to market toward
- Identify all HR pros in state by organization
- Attract new professionals / students using incentives
- Connect with ASU
- College of Public
- College of Business
- Programs to attract student members
- Marketing
- Create a brand, logo, & tag line
- Marketing
- Volunteer Opportunities
- Mentor younger generations
- HR classes for those in need
- Resume
- Interviewing
- New chapter logo to establish brand
- Marketing
- E-blast

- Annual newsletter
- Create an event scholarship
- Bruce, Wendy, Annette (website team)
- Presentation, update website
- Make our documents look updated
- Find a web master & host
- Invest to improve chapter website
- Create repository of existing resources on website
- Develop a site map for webpage
- Create a social/multi media
- ID other professional orgs
- Organizations with shared values and outreach to them
- HR director involvement
- Ask
- Provide recognition
- Agency discount
- Provide resources for them
- Have them train
- Set up school scholarships
- Create a summer internship program
- Volunteer
- Support organizations like –minded, AWEE, Goodwill
- Provides professional resources & information for members
- Provides planers / that smart updates of information
- Provides a webpage that counters
- Provide to information, comment topics, trends, changes