

## PUBLIC SERVICE

### **GOAL: FOCUS ON EXCELLENCE through Public Service projects in Delaware County, Indiana**

**Objective 1:** Provide a professional development program specifically for the not-for-profit organizations of Delaware County focused on marketing and branding.

Responsibility: Program and Public Service Committees Target Date: May 13, 2011

**Objective 2:** Provide a meaningful volunteer opportunity for AAF – ECI members wanting to make new friends, learn new skills, and make a meaningful contribution to Habitat for Humanity

Responsibility: Public Service Committee

Target Date: October 2011

**Objective 3:** Provide an opportunity for AAF – ECI members to contribute to the Second Harvest Food Bank.

Responsibility: Public Service Committee

Target Date: March 2012

**Objective 4:** To spot light the AAF ECI non-profit members through a monthly feature on the club's web site to help fully inform our membership and general public of their services and contributions to our community.

Responsibility:

Public Service & Communication Committees

Target Dates: September 2011 - May 2012



## PROGRAMS

**Objective 8:** To offer a program targeted to diversity in advertising to reach minority businesses and professionals.

Responsibility: Program Committee      Target Date: January 2012

### 2010-2011 PROGRAM ATTENDANCE AVERAGE 55

April -65	May – 67	September – 50	October – 44	November 58
January – 39	March - 64			

### 2012 PROGRAMS

**GOAL: FOCUS ON EXCELLENCE** through quality programming to foster an active interested membership, well-attended programs and membership growth.

#### ACTIVE MEMBERSHIP

**Objective 1:** At least 50% of the membership will be engaged in the organization through involvement in a committee.

Responsibility: Board of Directors/Committee Chairs      Target Date: July 1, 2011 to June 30, 2012

#### INCREASE PROGRAM ATTENDANCE

**Objective 2:** Offer seven *EXTRAORDINARY* professional development programs that focus on innovative trends in advertising and provide value to member and prospective members

Responsibility: Program Committee      Target Date: September 2011 to June 2012

**Objective 3:** Increase average attendance 25% (65 attendees) for the seven professional development programs schedule from April 2011 to April 2012.

Responsibility: Program Committee/Board of Directors      Target Date: September 2011 to June 2012

**Objective 4:** Obtain member feedback and satisfaction to determine if we are meeting member needs.

Responsibility: Program Committee      Target Date: September 2011 to June 2012

**Objective 5:** Maintain fee to attend the professional develop programs at the same rate charged for the last five years—members \$15 and guests \$20.

Responsibility; Board of Directors      Target Date: September 2011 to June 2012

#### INCREASE MEMBERSHIP

**Objective 6:** Provide a listing of the Professional Development Programs and Speakers to the membership during annual Membership Drive so members the value of their membership dues.

Responsibility: Program Committee      Target Date: July 1, 2012 to August 30, 2012

**Objective 7:** The value of the content of the programs will help increase membership by 25% (73 to 91 members.)

Responsibility: Program & Membership Committees      Target Date: July 1, 2012 to August 30, 2012



## MEMBERSHIP

### MEMBER INVOLVEMENT

**Objective 7:** At least 50% of the membership will be committed and engaged in the organization through involvement in a committee.

Responsibility: Board of Directors/Committee Chairs

Target Date: July 1, 2011 to June 30, 2012

### MEMBERSHIP

**GOAL: GOAL: FOCUS ON EXCELLENCE to rebuild to an strong, active and involved AAF Division III Club.**

#### RECRUITMENT

**Objective 1:** AAF – ECI will increase membership by 40% by inviting guests to the member mixers, personal contact with each guest attending a professional development program, and promotion of the organization through the local media. (73 to 102 members)

Responsibility: Membership Committee

Target Date: July 1, 2011 to June 30, 2012

**Objective 2:** The Membership Committee will conduct a membership drive from June 1 to August 20, 2011 to help increase new members. Responsibility: Membership Committee

**Objective 3:** The Program committee will provide a listing of the Professional Development Programs and Speakers during the membership drive to inform members and prospective members of the programs are scheduled for the 2011-2012 club year.

Responsibility: Membership Committee

Target Date: July 1, 2011

#### RETENTION

**Objective 4:** Retain 70% of the 2011-2012 members. (51 members)

Responsibility: Membership Committee

Target Date: July 1, 2011 to June 30, 2012

**Objective 5:** Outreach to the 33 members who did not renew their dues for the 2010-2011 club year.

Responsibility: Membership Committee

Target Date: July 1, 2011 to August 30, 2012

**Objective 6:** Offer three member mixers to provide an opportunity for networking to members.

Responsibility: Membership Committee

Target Date: Summer 2011 Winter & Spring 2012

## GOVERNMENT RELATIONS

**GOAL: FOCUS ON EXCELLENCE** through building effective relationships with local, state and national governmental leaders

**Objective 1:** To inform and engage AAF - ECI members in legislative issues affecting the advertising industry.

Responsibility: Government Relations Committee

Target Date: September 2011 - May 2012

**Objective 2:** To foster and solidify relationships with government officials and AAF – ECI Members

Responsibility: Government Relations Committee

Target Date: September 2011 - May 2012

**Objective 3:** To establish communication with government officials in an effort to help them understand the value of advertising and what it contributes our communities and economy

Responsibility: Government Relations Committee

Target Date: September 2011 - May 2012



## EDUCATION

### GENERAL PUBLIC

**Objective 7:** To provide press releases to inform the local businesses and public of upcoming events, industry related news and other ways AAF – ECI is involved in and active throughout the community

Responsibility: Communication Committee      Target Date: April 2011 - May 2012

**Objective 8:** To demonstrate the depth and scope of advertising to the business community through an preview of the ADDY entries.

Responsibility: ADDY Committee      Target Date: February 2012

## EDUCATION

**GOAL: FOCUS ON EXCELLENCE** through educational opportunities to members, prospective members, the public, and students.

### MEMBERS

**Objective 1:** Provide seven professional development programs specifically targeted to the requests of our members

Responsibility: Program Committees

Target Date: September 2011 - May 2012 |

**Objective 2:** Offer an educational half day seminar to members and guests

Responsibility: Program Committee

Target Date: Before May 2012

### STUDENTS

**Objective 3:** To develop a strong link to BSU AAF Chapter through the student liaison.

Responsibility: President/Executive Director

Target Date: September 2011 - May 2012

**Objective 4:** Encourage significant student involvement in the ADDY competition by entering work, volunteering during the competition and attending the awards celebration

Responsibility: ADDY Committee

Target Date: February 2012 |

**Objective 5:** To provide three financial scholarships to students studying in the fields of advertising, marketing, public relations, or communications

Responsibility: Education Committee

Target Date: April 2012

**Objective 6:** To establish AAF – ECI as a resource for Ball State University AAF Chapter student

Responsibility: Education Committee

Target Date: September 2011 - May 2012



# AAF – East Central Indiana

## 2011-2012 STRATEGIC PLAN

**GOAL: GOAL: FOCUS ON EXCELLENCE to promote diversity of membership to reflect population of East Central Indiana**

**Objective 1:** Measure demographics of the members to include race, education, gender, age, disability, media representation, traditional and non-traditional marketing companies, and small businesses

Responsibility: Membership Committee

Target Date: June 2011

**Objective 2:** Promote AAF – ECI membership to minority businesses and professionals

Responsibility: Diversity Committee

Target Date: June 2011 to July 2012

**Objective 3:** Offer a professional development program on diversity in advertising

Responsibility: Membership & Program Committees

Target Date: January 2012

**Objective 4:** Recognize diversity in advertising through a Mosaic ADDY Award

Responsibility: ADDY Committee

Target Date: February 2012

## COMMUNICATION

**GOAL: FOCUS ON EXCELLENCE through timely effective communication**

**Objective 1:** Increase attendance at monthly programs by 25%

Responsibility: Communication Committee

Target Date: April 2011 to May 2012

**Objective 2:** Increase ADDY® entries by 10%

Responsibility: Communication & ADDY Committees

Target Date: January 2012

**Objective 3:** Increase member participation in committee activities to 50%

Responsibility: Board of Directors/Committee Chairs

Target Date: April 2011 to May 2012

**Objective 4:** Publish the 2011-2012 membership directory early in the club year

Responsibility: Communication Committee

Target Date: September 2011

**Objective 5:** Keep members, students, and public informed of AAF – ECI activities through multi-media resources (newspaper, radio, web site, electronic newsletters, etc.)

Responsibility: Communication Committee

Target Date: April 2011 to May 2012

## DIVERSITY

### CLUB MANAGEMENT

**GOAL: FOCUS ON EXCELLENCE** through implementation of best practices of organizational management and the operating processes to protect the resources and assets of the association.

**Objective 1:** Obtain funding to carry out programs and financial obligations of the organization

- Conduct a media/gift auction     \$16,000     Target Date: December 2011
- Conduct the ADDY competition     \$8,000 Revenue over Expense     Target Date: February 2012
- Secure sponsorships     \$10,000 Annual - \$3,500 Program     Target Date: August 31, 2011

**Objective 2:** Conduct Association Self-Audit Process to review policies, procedures, contracts, financial, and legal documents of the association with recommendations, if needed, to the board of directors

Ad Hoc Self-Audit Committee     Target Date: November 30, 2011

**Objective 3:** Review administrative expenditures to make recommendations to decrease expenses to a minimal level.

Responsibility:	Executive Committee	Target Date:	July 1, 2011
Examples:	Separate phone		\$52.50 month
	Phone line for credit card machine		\$40
	Credit Card Contract		
	Tax for Program Meals		

**Objective 4:** Manage all income and expenses within the approved annual budget line item.

Responsibility: Board of Directors/Committee Chairs     Target Date: July 1, 2011 to June 30, 2012

**Objective 5:** There will be no “committees of one” to carry out the committee assignments to that at least 50% of the membership will be committed and engaged in the organization.

Responsibility: Board of Directors     Target Date: July 1, 2011 to June 30, 2012