

1. Key Performance Indicators

Membership

- Membership Totals – Growth %
- Membership Retention: new members
- Membership Retention: senior members (20 plus years)

Financial

- Dues Revenue
- Non-dues Revenue/Profit
 - V Awards
 - Monthly Meetings
 - PR Day

Quality

- Membership/Customer Satisfaction
 - Meeting Evaluations
 - V Awards Evaluation
 - PR Day Evaluation
- Level of Engagement
 - Activity participation
 - Committee participation/feedback

2. Goals

I. Awareness

Raise the level of awareness of the Volunteer Chapter, its program and activities, in both the professional and general communities.

II. Engagement

Provide social and professional opportunities where members can engage with the chapter and the community.

III. Growth

Provide timely, relevant professional development opportunities and mentoring situations that encourage growth for practitioners at all levels of experience.

IV. Value

Clearly define and deliver specific member-only benefits to encourage local professionals to seek and/or retain membership in the chapter.

3. Implementation

I. Goal: Awareness — Raise the level of awareness of the Volunteer Chapter, its program and activities, in both the professional and general communities.

A. Objective: Promote chapter activities, events, and expertise to local media and community more aggressively.

- Supporting Action — Establish a Publicity Committee composed of Newsletter, Web and Publicity Chairs and two-three other members.
- Supporting Action — Create a media plan that includes pre- and post-meeting announcements of monthly meeting speakers, V Awards, PR Day, and other events.
- Supporting Action — Broadly publicize APR achievements of members.
- Supporting Action — Promote chapter activities to Knoxville Social Media Club and Knoxville Social Media Association.
- Supporting Action — Order T-shirts that members can wear to fun events in which they participate (runs, walks, etc.). (possible design contest??)

B. Objective: Enhance the prestige of the V Awards to make it the event of choice for local communications professionals.

- Supporting Action — Disseminate publicity about individual awards nominations to build some interest in winners. Include names of previous years winners.
- Supporting Action — Coordinate and promote individual awards to ensure strong submissions.
- Supporting Action — Identify strong speaker/entertainment and streamline program presentation.
- Supporting Action — Coordinate and promote awards judging program.
- Supporting Action — Include display of award entries during networking time.
- Supporting Action — Determine a way to showcase our role with social media at V Awards.
- Supporting Action — Update awards section of chapter website with historical lists of “Best in Show” and Individual Awards to help add gravitas to those awards.

C. Objective: Redefine PR Day as a professional development opportunity for communications professionals throughout East Tennessee.

- Supporting Action — Identify a point of contact at Carson Newman, Maryville College, Roane State and Walters State who can provide feedback on what would serve their students.
- Supporting Action — Do targeted outreach to community college populations.

D. Objective: Establish Volunteer Chapter PRSA as an active resource reaching out to potential communications students to encourage their exploration of the field.

- Supporting Action — Establish a Student Outreach Committee composed of Director at Large and two-three members to coordinate student outreach activities.
- Supporting Action — Develop a plan of activities for chapter student outreach activities such as the PIE Career Day, outreach to the Hardin Valley Business, Law & Public Affairs Academy, community colleges)
- Supporting Action — Develop an interview prep session for high schools and community colleges.

E. Objective: Establish chapter as a resource of expertise for non-profit community.

- Supporting Action — Develop public relations training (other than media relations) for small, local non-profit groups.

II. Goal: Engagement — Provide social and professional opportunities where members can engage with the chapter and the community.

A. Objective: Present relevant programming that responds to the needs of our membership and addresses current issues.

- Supporting Action — Implement a Programming committee composed of President-Elect and two-three other members.
- Supporting Action — Explore diverse programming strategies (meeting times, formats, etc.).

B. Objective: Create opportunities for chapter members to engage and network outside of monthly meetings.

- Supporting Action — Establish an engagement committee composed of Director-at-Large, Hospitality Chair and two-three other members to encourage member engagement.
- Supporting Action — Develop a calendar of activities and organize member participation

C. Objective: Provide timely, open communications with members about meeting and opportunities for feedback.

- Supporting Action — Post reports from all board meetings on the website.
- Supporting Action — Post strategic plan and quarterly reports of progress.
- Supporting Action — Create meeting evaluation tool.
- Supporting Action — Create board feedback mechanism.

III. Goal: Growth — Provide timely, relevant professional development opportunities and mentoring situations that encourage growth for practitioners at all levels of experience.

A. Objective: PR Day

- Supporting Action — Establish PR Day Committee to work with PRSSA advisors.

B. Objective: Reaffirm the awards judging process as a professional development opportunity.

- Supporting Action — Adequately promote awards judging program and engage members who have never served as judges.
- Supporting Action — Provide training overview for awards judges to offset concern by new or junior members that they don't have requisite skills.

C. Objective: Encourage members to see APR designation as part of ongoing professional development.

- Supporting Action — Continue to offer APR training sessions to members who are seeking to achieve their APR designation.
- Supporting Action — Promote APR training sessions to members of Chattanooga and Tri-cities chapters.

IV. Goal: Value — Become the pre-eminent communications organization in East Tennessee.

A. Objective: Challenge individual board members to bring their “A” game in 2010 and are role models of engagement

- Supporting Action — Set clear, measurable performance indicators and report on them quarterly to members
- Supporting Action — Have each board member take 5-6 members that they make regular contact with about meetings and events, if only to just shoot them an email before the meeting.

b. Objective: Clearly define and deliver specific member-only benefits to encourage local professionals to seek and/or retain membership in the chapter.

- Supporting Action — Establish a Membership Committee to identify member benefits
- Supporting Action — Strengthen the chapter website and allow members to post “expert” bios, and social media contact info.
- Supporting Action — Redesign website with national template and members-only section.

c. Objective: Measure all that we do.

- Supporting Action — Establish an Evaluation Committee composed of Treasurer, Assembly Delegate, and two members, to ensure that we are evaluating our programs and progress, reporting on that to member, and using the feedback for improvement.
- Supporting Action — Develop and implement evaluation tools for monthly meetings, engagement activities and other performance indicators.
- Supporting Action — Develop and implement quarterly reporting tools for to report to members on our performance indicators.