**2015 Operating Plan**

Southwestern Michigan Chapter

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| **1. Provide Relevant Knowledge** |
|  | **Goals** | **Initiatives/Business Owners** | **Key Deliverables/ Milestones** | **Year-End Chapter Status****(Due: January 31, 2016)** | **Chapter Governor Year-End****Feedback** |
| **1.1** | Partnership w/ GISYBP Events Partner with Lansing to help support their I-DayMembership Drive with ToastmastersMAPS - Partnership | Chapter President/President Elect and Public RelationsMentoring and RecruitmentChapter Board  | Quarterly committee meetings – evaluate progress each quarter |  |  |
| **1.2** | • Meet the following 2015 recruitment/retention goals:  Total chapter members of 53 by December 31, 2015  The breakdown of the 53 member goal by member category is as follows:• New designees (2015): 1• New designees (2016): 5 • Regular members: 52 • Regular retired: 0 • Lifetime retired: 0 • Candidates: 7 • Affiliates: 0 | Chapter President/President Elect and Public RelationsMentoring and RecruitmentChapter Board | Review Mid-year and reevaluate strategy based on projected results |  |  |

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| **1.3**  | Membership conversion rate for new designees of 100% by December 31, 2015 Membership retention rate of 80% by December 31, 2015 | Chapter President/President Elect and Public RelationsMentoring and RecruitmentChapter Board | Quarterly Review |  |  |

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| **2. Empower Professionals to Succeed**  |
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| **2.1** | • Leadership transition/ succession plan in place and implemented annually. Elements of the plan should include:• Transition checklist-develop• T raining plan for incoming officers-develop• Role descriptions for  officers/committee chairs-revise | President, President elect and Board | Quarterly Review |  |  |

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| **2.2** | • Minimum of one chapter officer attends the Leadership Summit annually. | President and President Elect | Leadership Summit attendance on 4-22 through 4-25 |  |  |
| **2.3** | • Chapter operating plan is defined and submitted for 2015 no later than December 31, 2014. | President/President Elect/Board and committee leads | Submitted 12/31/14Prepare and submit 2016 plan by 12/31/15 |  |  |

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| **3. Engage Future Generations of Leaders** |
|  | **Goals** | **Initiatives/Business Owners** | **Key Deliverables/ Milestones** | **Year-End Chapter Status****(Due: January 31, 2016)** | **Chapter Governor Year-End****Feedback** |
| **3.1** | • Yearly Member Events:4 Member meetings, February, May. August, NovemberConferment Meeting – NovemberEach One reach One meeting | President/President Elect/Board/Committee Leads | February May AugustNovember |  |  |
| **3.2** | • Keep chapter website is current and accurate. | Public Affairs and Deanna Stanton(webmaster) | Review Quarterly |  |  |
| **3.3** | • Members are communicated with 10 times per year (e.g., via Chapter Grams, e-mail and social media updates). | President/President Elect/Secretary/Committee Leads  | 2-3 Communications / Quarter |  |  |

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| **3.4** | • Student member engagement plan is defined for chapters that have a Gamma Iota Sigma chapter linked to theirs and that have student members. N/A\*Southwestern Michigan is not linked to a local GIS chapter however our chapter will continue to facilitate partnership with an unlinked area chapter | President/President Elect/Board | GIS Fall Seminar attendance |  |  |
| **3.5** | • A volunteer recognition plan is defined and implemented annually. | President/President Elect | November conferment meeting recognition |  |  |