

NMISPI FRAMEWORK FOR SUCCESS

Sustainment/ Revitalization/ Committee

Members: Dan Roberts, Jean Strosinski, Claudine Lonergan, William Dudeck, Elsa Glassman, Louis Papponi

Meetings: One-hour teleconferences - 2 x monthly to date from September 2009 through February 2010

Activities to Date:

Formulation of Committee

Review of Chapter Models of Success (Front Range, Michigan, Charlotte)

Designation of chapter success elements (11)

Brainstorming re: suggested and proposed activities for NM ISPI relative to 5 of the 11 “Chapter Success Elements”

Attached: Proposal of recommendations to the current NM ISPI Leadership Team for consideration.

Next Steps / Timeline

Dec ember 09	Presentation of Chapter Success Elements to NM ISPI Leadership Team
Dec ember 09	Review by Leadership Team to prioritize and provide feedback to the Revitalization/Sustainment Committee re: Chapter Success Elements
Dec / Jan 2010	R/S Committee draft details to chapter success elements and recommended implementation strategies based on feedback from Leadership Team
February 2010	Final teleconference calls with committee to brainstorm recommendations for consideration to the NM ISPI Leadership Team
March 2010	Review of final draft of recommendations by the Sustainment/Revitalization Committee. Preparation of draft implementation strategies to Leadership Team for NM ISPI's future.

Chapter Success Elements

Priority Areas – Focus for this Committee

1. **Communication / Website / Other (1)**
2. **Programs (2)**
3. **Core Team / Leadership (2)**
4. **Outreach / Feeders / Partnerships (2)**
5. **Persona / Image (3)**

Other Chapter Success Elements

6. Target Audience – Focused or Specific Population Segments
7. Engagement / Membership
8. Mission / Vision / Values / Principles
9. Consistency
10. Outsourcing
11. Stewardship

Priority Areas	Discussion Points	Suggestions for Consideration
Communication / Website / Other	<ul style="list-style-type: none"> • ISPI – we hold the theory and research for PI, along with a knowledge of practice • The consistent “personal touch” to our members that comes from a newsletter • The easiest, cheapest things to do to leverage effective communication • Website info – is it kept current? • Program calendar that is empty on the website is meaningless • Volunteer assignment for web or newsletter is critical • Use of website – what’s important; Newsletter mechanics - Newsletter - info out on a monthly basis – only one click away – not a link to the website where you then have to click again • Are we still non-profit status? • Social media connection for the chapter – creating a forum for folks to connect with ideas, questions, etc. • Acting strategically as we are planning strategically 	<ol style="list-style-type: none"> 1. Use web or newsletter to let the members know what the chapter is working on; spotlight on different member each month and introduce to rest of the chapter 2. Keep the web site current - consider a newer, fresher format, look or feel; better use of the front page 3. Shift and add to the web focus from this month’s program speaker to what the chapter goals, plans and activities; 4. Consider at a minimum a Board Blog where the chapter leadership owns the responsibility and trades the responsibility among the leaders from month to month ... or 5. A newsworthy Email with subheadings and short paragraphs – Pres Message, programs with speaker promo, past meeting summary, recognition, upcoming events, trends, issues. Board collectively does this, one person with responsibility to put it into an email and out to listserv. Info collected at each leadership meeting 6. Marketing – ABQ Journal for Sunday’s insert for non-profits or Monday’s Business Outlook 7. Distribute chapter/int’l brochure at beginning of each semester to students (e.g. UNM OLIT, Webster, SIU, Lewis Univ.) 8. Postings at companies we know have training departments – once a year send an invite to the Training manager of each group 9. Post current and next month’s program – what you missed last month, what’s on for this month and get them excited about next month 10. Start a LinkedIn (professional networking) group for chapter members, and provide a link to it from website. Members could use this space to make announcements, share information, and list jobs or job searches. Over a dozen ISPI chapters are already registered in LinkedIn. 11. Figure out how to make the admin of our website more user friendly to allow for volunteer ease with ongoing changes.

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Programs	<ul style="list-style-type: none"> • Leadership team has 6-10 speakers lined up for 2010 • Challenge is getting some admin support to help • Need for free meeting space (Lewis Univ?) • Access to national speakers • Need to find another meeting venue; Fiesta's meeting space is tight with increase in meeting attendance and food ordering/distribution is distraction from program • Current Leadership decision to not conduct a multi-day workshop; instead will focus on 3 one-day workshops spread throughout the year • Using premium level speakers vs. local speakers 	<ol style="list-style-type: none"> 1. Find another venue (take advantage of another partnership?) 2. Vary the presentation methods, formats, and speakers ; may even want to try e-learning or podcasting - delivering to members desktops and/or phones – or taping program to hear/view later for a smaller fee 3. Have a contingency meeting in place – if speaker cancels at last minute, try going to an “Open Mike” night on same topic; if have time to advertise substitution, then could use canned presentation on a different topic (e.g. what is HPT or how to become a CPT) 4. Provide a job aid to Program Chair to help with the facilitation and appropriate questions to engage discussions in the fall back plan 5. More focus on the program topics and spread the word further – try target marketing for topic – where you send the word out may depend on the topic 6. Give local folks an opportunity to present; (national presenters have to start somewhere) 7. As there is more stability in financial, then move to engaging more national speakers 8. Continue to recruit speakers at the annual ISPI conference 9. Allow every member to “Bring a Colleague for Free” one meeting a year

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Core Team / Leadership	<ul style="list-style-type: none"> • Handling real-time issues • Loss of experience among board members • Burn-out of members serving on a board • Assumptions of how being on the board may lead you into a President's role • Keeping connections with past leadership and past board members • Current leadership structure – sometimes less is more and in the interest of moving forward sometimes this is a good thing 	<ol style="list-style-type: none"> 1. Establish a “Guidance Board” that meets 2-3 times a year; approves strategic plan, holds leadership responsible; members may consist of partners, PHD student, Ex-Presidents, person from current leadership team, etc. – Define the roles of these members and of the board. 2. Create a Past-Executive Board Members' Email list serve; Use this group as a sounding board for real-time issues and as a resource for the executive board. ...also an idea for functions within board to keep past members engaged; an easy access to historical processes or help with problem solving from veterans 3. Maintain minimum functions as a leadership team – President, Finance, Membership, Programs, Communication – extend function needs with committees for support 4. Establish term limits for Board positions

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Outreach / Feeders/Partnerships	<ul style="list-style-type: none"> • Desired connection with OLIT - joint meeting (Annual workshop now planned in collaboration with them) • Lewis University (potential for meeting venue) • Need for access to students • NM ISPI could be a source of mentors to students • We are practitioners with potential internship opportunities and case studies • Split board re: collaboration and participation with NM Professional Alliance • Need for a variety of partners and sponsors; becoming less Sandia centric and move to more business centric and varied 	<ol style="list-style-type: none"> 1. Choose one (or two) partners to collaborate with this year and add another in the coming year and so on... <p>Potential partners /sponsors–</p> <ul style="list-style-type: none"> - Education (universities, Lewis, SIPI, OLIT, SIU, CNM) - Health Organizations (Presbyterian, Lovelace, Pima Molina) - Real Estate (Century 12, Vaughan) - Title companies - Builders (Centex, Pulte, Joy Boyden, etc) - Call Centers, JCPenney, Sprint, Victoria Secret, AOL, Intuit) - Gov't agencies/Contractors (Bureau of Indian Affairs) - Military - Financial - Utilities (PNM) - Manufacturing/High Tech - Film Industry - Travel <ol style="list-style-type: none"> 2. Look at where the membership is or where guests are coming from – build and grow that 3. Look to international for where industry representation is and build a justification to local industries as to why they also need to belong to a local chapter 4. Target a month for a focus of Personal and Professional Development – market this to partners

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Persona / Image	<ul style="list-style-type: none"> • Who are we? <ul style="list-style-type: none"> - Seems to be apparent in other ISPI chapter websites – we have pictures of cactus and mountains; others have persons in suits and ties – more professional appearance - Presence of our connection to ISPI Society is not apparent; website does not really tell anything about us; • Now have meeting greeters; stronger connection with attendees • Do we model what we preach? <ul style="list-style-type: none"> - Timeliness in conduct of meetings? - Informal and social restaurant image for meetings? - Facilitating effective meetings and meeting space? 	<ol style="list-style-type: none"> 1. Website – add stronger links to the visual of ISPI 2. Add a bit more professional images to the website and yet keep the distinct look and feel of NM 3. Share the mission and vision at each and every meeting – consistent message of who we are 4. Put up a NM ISPI banner in our meeting space or at least a large professionally printed sign on a tripod 5. Model what we are about – Improving Performance (for example, collecting data from benchmarking, surveys, and evaluations to plan future chapter programs/activities) 6. Consider an NM ISPI Welcome/Orientation Presentation (in person or via telephone) post meetings for new attendees