**Illinois Valley SHRM**

**Strategic Plan**

**2019-2021**

**Executive Summary**

In Q2 2019, the Board of Illinois Valley SHRM engaged in a series of discussions and exercises, including a SWOT survey and in-person planning session, aimed at creating a meaningful strategic plan that could serve as a tool to best position the chapter as the leading voice of and advocate for the human resources profession in the Illinois Valley.

The following document contains the findings/outcomes of these discussions and exercises, as well as the specific strategies, goals and action items which will be the focus of the chapter over the next three years. This plan is intended to be a living, breathing document that will be nimble to the ever-changing needs of the chapter while providing the structure and discipline to hold individuals responsible for meeting chapter objectives.

**About Illinois Valley SHRM**

Illinois Valley SHRM, an affiliate chapter of the Society for Human Resource Management, was chartered in August 1999. IVSHRM is a growing group of HR professionals and business leaders in the Illinois Valley serving communities from Bureau, La Salle, Lee, Marshall and Putnam Counties. Our focus is to create success in business through excellence in human resource leadership. Monthly luncheon seminars provide opportunities for networking and provide access to timely and relevant information. Many of our monthly lunch and learns are approved for recertification credit by the HR Certification Institute (HRCI) and/or the Society for Human Resource Management (SHRM). IVSHRM is led by an all-volunteer Board, currently comprised of a dozen local professionals.

**Mission Statement**

*“To serve as the leading voice of and advocate for the human resources profession in the Illinois Valley.”*

**Vision Statement**

*“To be a well-respected partner and resource that the Illinois Valley community seeks out for guidance and expertise on all things human resources.”*

**SWOT Analysis Findings**

**Strengths**

* Affordable/easily accessible (IVCC) programming & networking events, SHRM certified
* Diverse group of industries
* Committed Board/leadership
* Focus on growing membership
* Support of/affiliation with SHRM

**Weaknesses**

* Not all employers willing to make investment
* Limited budget
* Low membership, retention difficult
* Poor brand awareness in community
* Programming/repeat sessions
* All-volunteer group/time constraints
* Difficult for people to come to meetings

**Opportunities**

* Partner with other chapters, chambers, schools, CEO’s, etc.
* Highlight benefits to industry leaders
* Become the voice of hot topics in HR (presentations on items in the news to attract new audience)
* Target new HR leaders and at-large to join
* Leverage SHRM resources

**Threats**

* Chapter requirements from SHRM
* When economy tightens, employers not always as willing to make educational investments; membership could be impacted
* Recertification credit hours challenging
* Finding speakers willing to come without compensation

**Strategic Initiatives & Actions Items**

**Strategic Initiative #1:** *Enhance Branding*

|  |  |  |
| --- | --- | --- |
| **Action Item** | **Responsible**  **Party** | **Completion**  **Target** |
| Develop logo/tagline for business cards, brochures, email signature line, clothing | Hammitt & Jen Wier-Buck | September 2019 |
| Get standard formatting for program descriptions for marketing purposes such as on the website to promote in advance | Foley | October 2019; ongoing |
| Get details from local chambers (Mendota, Streator, Princeton, etc.) about eblast costs. Do we have to be a member? | Bima | September 2019 |
| Delete old social media sites (i.e. old Twitter, Facebook, etc.) | Jenna Wier | September 2019 |
| Promote social media user groups and how to join them | Jenna Wier | September 2019 and annually thereafter |
| Annual postcard mailer to select CEO’s inviting them to the legal update session and annual mailer on benefits of membership to this audience. | Hammitt & Jen Wier-Buck | September 2019 and annually thereafter |
| Introduce special community project to promote our brand. (Little Library with our branding on business books) | Hammitt & Jen Wier-Buck | March 2020 |
| Advertise (social media, newspaper, possible a mailer) for 20th anniversary. Confirm accuracy of date first. Make the August meeting a celebration (cake, giveaway, 50/50). | Hammitt & Jen Wier-Buck | August 2019 |

* **Strategic Initiative #2:** Grow Membership

|  |  |  |
| --- | --- | --- |
| **Action Item** | **Responsible**  **Party** | **Completion**  **Target** |
| Open/promote (social media, student newspaper, teachers) IVCC student membership for $10 per year/$5 for SHRM + $10 meals | Hammitt & Barnes | August 2019 forward |
| Develop online renewal process through Eventbrite or PayPal | Jenna Wier | Roll out November 15, 2019 for 2020 membership |
| Annual mailing to at-large SHRM members. Reach out personally where we know of instances. | Duff | Annually 2020 forward (already did 2019) |
| Follow-up with first-time attendees, potential members (email to all meeting attendees, call to potential members) | Hammitt will email; Birkenbebeul to coordinate calls | August 2019 forward |
| Annual membership blitz event to make in-person calls to local businesses to promote membership. Hand out member benefits info and maybe small trinkets | Duff | October 2019 and annually thereafter |
| Annual membership blitz month where current members receive an incentive or chance to win based on referrals | Duff | October 2019 and annually thereafter |
| Secure in advance of meetings HRCI and SHRM certification and promote | Lentz | August 2019; ongoing |
| Line-up and promote attractive speaker line-up | Foley | Speakers scheduled six months out |

* **Strategic Initiative #3:** Grow Revenue

|  |  |  |
| --- | --- | --- |
| **Action Item** | **Responsible**  **Party** | **Completion**  **Target** |
| Look into and report on the parameters for becoming a 501c3 and whether it’s even possible | Andreotis to check with CPA | November 2019 |
| Hold annual raffle(s) to benefit IVSHRM and SHRM Foundation. For 2019, theme will be a Labor Day/end of summer. Get donations from business community. Sell tickets at community events, online. | Bima | September 2019 and annually thereafter |
| Create basket for State Conference fundraiser | Bima | September 2019 |
| Promote SHRM membership to chapter members to retain SHRM funding partnership. | Hammitt & Duff | Ongoing |

* **Strategic Initiative #4:** Strengthen Community Partnerships

|  |  |  |
| --- | --- | --- |
| **Action Item** | **Responsible**  **Party** | **Completion**  **Target** |
| Partner with VA on a pilot program basis for vets job club initiative | Sowers and Walters to present pilot proposal to Board | August 2019 |
| Promote vets certification to chapter members | Sowers and Walters | September 2019 |
| Work closely with IVCC on leveraging their resources for special projects, increasing membership, etc. | Barnes | Ongoing |
| Remain an active and visible partner in the Manufacturers Expo/Get press and recognition where applicable | Jen Wier-Buck | Ongoing |

**Key Performance Indicators**

|  |  |
| --- | --- |
| **Strategic Initiative** | **Goal/Key Performance Indicators** |
| *1) Enhance Branding* | Expansion of name recognition in local community  *2019: BASELINE Very limited name recognition*  *2020: local HR professionals know who we are*  *2021: HR and business leaders see us as a go to resource* |
| *2) Grow Membership* | Grow paid members (double by end of planning period)  *2019: BASELINE approx. 26*  *2020: 39*  *2021: 52* |
| *3) Grow Revenue* | Grow bank account to allow more options with paid speakers, community partnerships, etc.  *2019: BASELINE $3,633 balance*  *2020: balance of at least $5K*  *2021: balance of at least $7K* |
| *4) Strengthen Community Partnerships* | Enhance community relationships  *2019: BASELINE very limited partnerships*  *2020: expand IVCC, chamber, etc. relationships*  *2021: partners routinely seek us our and include us in initiatives* |

**Measurement, Monitoring & Plan Changes**

* A copy of the strategic plan action items will be provided to all Board members, the District Director and available for chapter members requesting a copy.
* Action item progress/completion will be reported on each quarter. Items that have not met their target date, or are not on track to do so, will include an explanation of the problem and suggested solutions to remedy.
* Any proposed change to the Strategic Plan will be submitted in writing to the Chapter President and will be presented quarterly to the Board for consideration. In the event changes are made, all interested parties will receive a copy of the new document.
* Formal strategic planning exercises will be conducted annually for the purpose of rolling forward the time horizon covered, reassessing the appropriateness of previously identified priorities and measuring progress to date (making modifications where warranted).