

Central Pennsylvania Chapter  
Strategic Planning Meeting  
April 3, 2013

Opportunities for the Chapter

Increase attendance at Annual Dinner  
Sustain and Increase Membership – Members retiring and finding ways to get YPs and students  
Balance of membership between public and private members  
Utilizing membership data for recruitment  
Send membership CDs to each branch president  
Membership Map from National  
PSATS – opportunities  
Use Members' Library as an education and networking opportunity  
Build and expand Spring Tour  
Implement a Community Service project  
Growth in Adams and Franklin County – Finding a contact to get started  
Engaging members at branch, chapter and National level  
Branches to connect to the untapped market in the Chapter – more rural based  
Utilizing past presidents and retired members  
Fund Development Resources – Trip, Dinner and Symposium – Directory has been a good source of revenue – Sponsorship Packages  
PWI and Certificate Program  
Expand training programs for members

Goal Areas

Value of Membership

- New Members
- Same members active in attending chapter events
- YP and Students
- Participation of member sections – vendors, contractors, public and private

Education and Training

- Build Programs that are of value and need to members

Sponsorship Program

- Establishing and cultivating connections

## Goal – To create a Chapter Sponsorship Program

*Overview of Current Chapter Events (and event expenses) to Secure Sponsorship:*

### Annual Symposium

1. vendor space/rentals
2. door prizes
3. food
4. educational speaker

### Annual Dinner Meeting

1. food
2. bar
3. basket raffle
4. room rental

### Annual Spring Meeting

1. bus
2. lunch

### Bi-Annual Membership Directory

1. printing cost
2. production (graphic design) and distribution cost

**Additional Opportunities to recognize sponsors and how sponsorship funds can be utilized:**

**Chapter Website to recognize sponsors**

**Education Grants for members to attend chapter or National education programs**

**Student Internship program**

### *Action Steps:*

#### Year One-

1. Sponsorship Program – Create an annual sponsorship package to distribute to potential sponsors providing sponsorship elements for all related chapter events and sponsors benefits to be in place for 2014 Chapter Budget.
2. **Create marketing collateral – PDF and sponsorship form (National can assist)**
2. Reach out to Consultants, Contractors & Suppliers - each Executive Board member to make two personal consultant contacts for 2013 Annual Dinner – **Create a target list of potential sponsors and identify who will make the contact**
3. Review tax laws for applicability and UBIT restrictions in creating sponsor benefits.

#### By Year Three-

1. All 4 items are fully sponsored with no cost to members. Event fee may still be applied but used for scholarships, etc.
2. Disseminate Sponsor Packet concept to Branches.

### *Assignment*

Form a Sponsorship Committee headed by an Executive Board member. Initial members should include someone who has been a part of planning all of the chapter events seeking sponsorship resources.

APWA National Staff Liaison:

Brian Van Norman, Director of Chapter Relations/Sponsorships

### **Goal - To enhance the Chapter's Education and Training Programs**

#### *Action Steps:*

##### Year One-

1. Work with APWA National to create and distribute a members' education needs assessment survey to identify core areas to provide training to members and their staff – **National will create the online survey. Contact Brad Patterson at National for assistance.**
2. To utilize the APWA Members' Library to provide one training program per each branch
3. To provide a one-day certificate training program – perhaps utilizing APWA National's Winter Maintenance Certificate Workshop

##### By Year Three –

1. To utilize information from members' need assessment survey and provide training specific to identified member needs at the annual symposium and potentially other training programs
2. To utilize the APWA Members' Library to provide quarterly training program per each branch
3. Provide additional training programs as a building block to creating a Chapter Public Works Institute

### *Assignment*

Assigned to Chapter Education Committee

APWA National Staff Liaisons:

Brad Patterson – Chapter Members Needs Assessment Survey

Phyllis Muder – APWA Winter Maintenance Certificate Program

Becky Stein – Public Works Institute

## Goal – To grow Chapter Membership

### Action Steps:

#### Immediate Steps-

- 1) APWA National to provide a Chapter Membership Map providing data on current location of members
- 2) Provide information on branch and chapter activities and events to current members
- 3) Contact local media to promote the chapter's activities and awards program
- 4) Create a co-branded membership presence with all three Pennsylvania Chapters at the PSATS Conference
- 5) Approach organizations to offer a "booth exchange" to increase presence of APWA at conferences – PA One Call, PLMC, etc.

#### Year One –

- 1) Identify membership gaps and send information to prospective cities on chapter and branch activities and benefits of membership
- 2) Utilize chapter website as a membership recruitment tool – website needs to be redesigned and updated
- 3) Contact and visit colleges to provide information on the chapter and branch
- 4) Concerted efforts to recruit utilities (water, sewer and electric) for membership

#### By Year Three –

- 1) Engage students in spring meeting/tour and annual symposium
- 2) Provide an internship program for students from area colleges with municipalities within the chapter/branch and private firms
- 3) Utilize social media as a recruitment tool to engage young professionals

### Assignment

No Committee Identified

APWA National Staff Liaison:

Brad Patterson