

**North Carolina Society of Certified Public Managers
2004 Strategic Plan**

MISSION: The Society exists to promote fellowship and cooperation in public service, to promote the development of managerial skills, to model standards of performance for managers in public service, to encourage recognition of public management, and to assist agencies in public and private service.

VISION: The Society believes that managers in the public sector have a responsibility to uphold the public trust; to provide service consistent with efficient and effective management practices; to pursue continuing educational opportunities; and to exercise enlightened leadership, demonstrating vision and competence in professional management.

I. GOAL: Provide opportunities for professional growth to enhance effectiveness of public employees.

Objectives

- 1) Conduct two training events open to Society members and other state government employees.
- 2) Provide an annual planning retreat for NCSCPM board members, committee chairs and members and other interested members.
- 3) Gather and disseminate outreach and educational tools on public management issues applicable to state government.

II. GOAL: Increase the active membership of the Society.

Objectives:

- 1) Develop methods for recruiting members, new and old.
- 2) Develop and maintain active committees.

III. GOAL: Promote the recognition and understanding of the value of the Public Manager Program and the Society of Certified Public Managers.

Objectives:

- 1) Develop and maintain the new NCSCPM Web Page.
- 2) Facilitate information flow between the Society and the Human Resources Development Office.
- 3) Increase awareness and visibility of NCSCPM in state government through the propagation of Society merchandise.

IV. GOAL: Improve and maintain Society operations and effectiveness.

Objectives:

- 1) Implement a records management system and archive 1989-2003 records to State archives.
- 2) Review and update Society procedures and calendar of standard board responsibilities.
- 3) Review annual strategic plan at Board meetings.
- 4) Develop and implement an orientation for new Board members.

Goal I: Provide opportunities for professional growth to enhance effectiveness of public employees			
Objective 1: Conduct two training events open to society members and other state government employees.			
Tasks	Individuals Assigned	Completion Dates	Documentation Of Results
Generate ideas for spring and fall training events.	Program Committee	January - June	Report to Board
Determine topic for training event. Contact potential speakers,	Program Committee	90 days prior to event	Report to Board
Determine date and location of training events.	Program Committee	60 days prior to event.	Report to Board
Prepare budget for event.	Program Committee	60 days prior to event.	Report to Board
Negotiate agreement with speaker/presenter, facility, and food service providers.	Program Committee	60 days prior to event.	Report to Board
Develop event brochure and send out promotional materials.	Program Committee	45 days prior to the event	Report to Board and mailing to consumers
Solicit free materials to distribute at the event from State agencies and private companies.	Program Committee	30 days prior to event.	Report to Board
Prepare materials that will be distributed to participants, prepare evaluation forms, prepare a registration master list.	Program Committee and Treasurer	10 days prior to the event	Report to Board
Prepare the site, register participants, review the agenda and introduce the presenter, and distribute evaluation forms.	Program Committee	Event day	Program Committee report to Board
Analyze results of evaluation forms returned by participants.	Program Committee	Two weeks after the event	Data analysis presented to the Board
Provide treasurer with outstanding bills for event and analyze planned and actual budget for event.	Program Committee	30 days after the event	Data analysis presented to the Board

GOAL 1: Provide educational opportunities for professional growth to enhance effectiveness of public employees			
OBJECTIVE 2: Provide an annual planning retreat for NCSCMP board members, committee chairs and members and other interested members.			
TASKS	INDIVIDUALS ASSIGNED	COMPLETION DATES	DOCUMENTATION OF RESULTS
Determine process to facilitate annual Board planning retreat.	Board Chair & President	January Board meeting	January Board meeting minutes
Review and discuss Previous year's goals.	All Board Members	Special December meeting or January Board Meeting	Board meeting minutes
Discuss/ set/ revise goals.	All Board Members.	Special session in February	Distribution of 2003 Strategic Plan to board and membership
Create any ad-hoc committees needed to address a specific issue for which there is no standing committee.	President	March Board meeting	Minutes of special session in February

GOAL 1: Provide opportunities for professional growth to enhance effectiveness of public employees.			
OBJECTIVE 3: Gather and disseminate outreach and educational tools on public management issues applicable to state government.			
TASKS	INDIVIDUALS ASSIGNED	COMPLETION DATES	DOCUMENTATION OF RESULTS
Publish a Society Newsletter and post it to the NCSCPM web site.	Publication/PR Committee Chair	Spring, Summer and Winter	Newsletter and web site
Ask Mr. Thom Wright or OSP to write a newsletter article on personnel issues.	Publication/PR Committee Chair	Semi-Annual	Newsletter article
Ask Ethics Committee Chair or Committee member(s) to write an article for the newsletter.	Publications/PR Committee Chair and Ethic Committee Chair	Semi-Annual	Newsletter article
Obtain Personnel Development Center public notices on courses and/or contact Departments for courses. Put on our link to our web site.	Publications/PR Committee	As needed	Web site observation
Develop a web site maintenance plan and protocol for submitting content for posting.	Publications/PR Committee Chair	On-going	Web site observation

GOAL II: Increase the active membership of the Society.			
OBJECTIVE 1: Develop methods for recruiting members, new and old.			
TASKS	INDIVIDUALS ASSIGNED	COMPLETION DATES	DOCUMENTATION OF RESULTS
Contact Jean Waters to obtain the names and addresses of new graduates.	Membership Committee Chair or Member	April	Committee Report
Present NCSCPM to PMP students at the project planning class and invite them to join the society.	Membership Committee	June, July, August (or to correspond with project planning schedule)	Membership committee report
Identify current and past CPM members by agency and division. Designate NCSCPM's to recruit members from their respective agencies.	Board and Membership Committee Members	At beginning of membership drive and periodically during the following months	Membership Committee report
Send annual renewal invoices and application to all former members and monthly reminders until the end of membership drive.	Membership Committee	October - February	Membership Committee report

GOAL II: Increase the active Membership of the Society.			
OBJECTIVE 2: Develop and maintain active committees.			
TASKS	INDIVIDUALS ASSIGNED	COMPLETION DATES	DOCUMENTATION OF RESULTS
Actively recruit committee chairpersons.	President-elect	November – January	President's report
Determine committee member needs based on the goals of the society.	Committee Chairs	Ongoing	Board meeting minutes
Identify potential committee members from NCSCPM applications and provide info to board members and committee chairs. Recruit other volunteers who might be interested in serving on a committee.	Membership Committee	November - February	Committee report
Determine if there is a need for additional committees.	Board	Ongoing	Board meeting minutes
Recognize committee chairs and members for their service in the society.	Board	Ongoing	Publicize members in the NCSCPM newsletter and in the annual report. Recognize them at programs and at the annual meeting.
Invite committee members to attend the Board meetings and ask them to come to specific meetings to highlight their activities.	Board Chair	Periodic	Board meeting minutes

GOAL III: Promote the recognition and understanding of the value of the Public Manager Program and the Society of Certified Public Managers.			
OBJECTIVE 1: Develop and maintain the new NCSCPM Web Page.			
TASKS	INDIVIDUALS ASSIGNED	COMPLETION DATES	DOCUMENTATION OF RESULTS
Develop a web site maintenance plan and protocol for submitting content for posting.	Publications/PR Committee Chair	On-going	Web site observation
Solicit content from Committee Chairs at regular intervals and post to web site.	PR/Publications Chairman and webmaster	On-going	Incorporate plan into Standard Operating Procedures.

GOAL III: Promote the recognition and understanding of the value of the Public Manager Program and the Society of Certified Public Managers.

OBJECTIVE 2: Facilitate information flow between the Society and the Human Resources Development Office.

TASKS	INDIVIDUALS ASSIGNED	COMPLETION DATES	DOCUMENTATION OF RESULTS
Contact PMP director monthly to share and receive information of common interest.	President, Board Chairman and Secretary	Monthly	Ongoing by the use of e-mail.
Invite the PMP director to attend the Board meetings quarterly.	President and Board Chairman	Quarterly	Board meeting minutes.
Advise PMP staff and faculty regarding Society functions and send them newsletters.	President, Board Chairman, and Program Committee Chairman	Summer and Fall events plus annual meeting.	Report at meeting.
Engage PMP director in discussion of annual report (oral) to board reviewing any changes to program and add a member of NCSCPM on any PMP review board established.	President	December	Board meeting minutes.

Goal III: Promote the recognition and understanding of the value of the Public Manager Program and the Society of Certified Public Managers.

Objective 3: Increase awareness and visibility of NCSCPM in state government through the propagation of Society merchandise.

TASKS	INDIVIDUALS ASSIGNED	COMPLETION DATES	DOCCUMENTATION OF RESULTS
Appoint Ways and Means committee chair and form committee.	President elect and Committee chairman	November - January	Board meeting minutes
Identify potential vendors and compare prices & quality.	Committee	On-going	Correspondence
Create digital images of merchandise and order form for display on Web site.	Committee	On-going	Board meeting minutes
Develop SOP for Inventory/sales documentation & have audit committee & treasurer review.	Committee Chairman, Treasurer, and Audit Committee Chairman	On-going	Standard Operating Procedures
Purchase inventory for resale	Committee	On-going	Board meeting minutes
Inform Society of availability of merchandise	Committee	June	Board meeting minutes
Maintain records and provide quarterly reports to BOD.	Committee Chairman	On-going	Board meeting minutes
Evaluate and adjust business plan.	Committee	December	Board meeting minutes

Goal IV: Improve and maintain Society effectiveness and efficiency.			
Objective 1: Implement a records management system and archive 1989 – 2003 records to state archive.			
TASKS	INDIVIDUALS ASSIGNED	COMPLETION DATES	DOCCUMENTATION OF RESULTS
Appoint an ad-hoc committee chair.	Archive Committee Chairperson	January	Board meeting minutes.
Prepare list of items to be archived.	Committee	June	Board meeting minutes
Gather historical documents from all past officers and BOD members.	Committee and past officers	January – June	Board meeting minutes
Prepare SOP for archive process.	Committee	June	Standard Operating Procedures
Sort through historical items gathered to find archival documents.	Committee	January –June	Board meeting minutes
Present list of items to be archived with box of documents to BOD for final approval.	Committee	November	Annual meeting minutes
Make first deposit of 1989-2000 documents into state archive.	Chair	December	Board meeting minutes

Steve is this last one completed?

Goal IV: Improve and maintain Society operations and effectiveness.			
Objective 2: Review and update Society procedures and calendar of standard board responsibilities.			
TASKS	INDIVIDUALS ASSIGNED	COMPLETION DATES	DOCUMENTATION OF RESULTS
Assign the responsibility for reviewing and updating the standard operating procedures to the committee chairs.	President	March	Board meeting minutes
Submit revisions to Secretary.	Appropriate Board members	On-going	Standard operating procedures
Incorporate changes into revised documents and distribute to Board members and committee chairs.	Secretary	On-going	Revised documents
Review by-laws to determine if revisions are needed.	Ethical Practices Committee and Board	On-going	Board meeting minutes
Revise the calendar of board and committee responsibilities.	Board Chairman	March	Board meeting minutes

Goal IV: Improve and maintain Society operations and effectiveness.			
Objective 3: Review annual Strategic Plan at Board meetings.			
TASKS	INDIVIDUALS ASSIGNED	COMPLETION DATES	DOCUMENTATION OF RESULTS
Place review of annual Strategic Plan on agenda for July and September Board meetings and special session in December.	Board Chairman	July, September, December	Meeting agenda
Lengthen Board meeting when review of annual Strategic Plan is on the agenda.	Board Chairman	July, September, December	Meeting agenda
Discuss progress towards meeting goals and objectives and revise as needed.	Board Chairman	July, September, December	Meeting agenda

Goal IV: Improve and maintain Society operations and effectiveness.			
Objective 4: Develop and implement a new Board member orientation.			
TASKS	INDIVIDUALS ASSIGNED	COMPLETION DATES	DOCUMENTATION OF RESULTS
Review the plan for orienting new Board members.	Board Chair & President	July	Board meeting minutes and incorporate into standard operation procedures
Prepare materials for new Board member orientation.	Board Chairman and President	July	Standard operating procedures
Revise standard operating procedures to reflect plan.	President	July	Standard operating procedures