

**North Carolina Society of Certified Public Managers
2007 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 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.
- 4) Establish and develop effective partnerships with other state Boards (VA, SC).
- 5) Develop and enhance partnerships with other state agencies.

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 NCSCPM Web Page.
- 2) Develop and enhance partnerships between the Society, OSP, State agencies and our communities.
- 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 and maintain records management archive plan.
- 2) Annual Review of calendar and update Society procedures as needed.
- 3) Evaluate progress quarterly at Board meetings and review strategic plan annually.
- 4) Develop and implement an orientation for new Board members and develop a succession plan for Board members and officers.

Goal I: Provide opportunities for professional growth to enhance effectiveness of public employees			
Objective 1: Conduct training events open to society members and other state government employees.			
Tasks	Individuals Assigned	Completion Dates	Documentation Of Results
Generate ideas for training events utilizing evaluation forms from prior workshops.	Program Committee	January - June	Committee reports and Board meeting minutes
Determine topic for training event. Contact potential speakers,	Program Committee	90 days prior to event	Committee reports and Board meeting minutes
Determine date and location of training events.	Program Committee	60 days prior to event.	Committee reports and Board meeting minutes
Prepare budget for event.	Program Committee	60 days prior to event.	Committee reports and Board meeting minutes
Negotiate agreement with speaker/presenter, facility, and food service providers.	Program Committee	60 days prior to event.	Committee reports and Board meeting minutes
Develop event brochure and send out promotional materials.	Program Committee	45 days prior to the event	Event brochure, Committee reports and Board meeting minutes
Solicit free materials to distribute at the event from State agencies and private companies.	Program Committee	30 days prior to event.	Committee reports and Board meeting minutes
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	Committee reports, Board member minutes and training event packets
Prepare the site, register participants, review the agenda and introduce the presenter, and distribute evaluation forms.	Program Committee	Event day	Committee reports and Board meeting minutes
Analyze results of evaluation forms returned by participants.	Program Committee	Two weeks after the event	Committee reports and Board meeting minutes
Provide treasurer with outstanding bills for event and analyze planned and actual budget for event.	Program Committee	30 days after the event	Committee reports and Board member minutes

GOAL I: 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	Board meeting minutes
Review and discuss Previous year's goals.	All Board Members	January Board Meeting	Board meeting minutes
Discuss/ set/ revise goals.	All Board Members.	Special session in February	Minutes of special session in February
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 I: 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 Director of 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. Add reciprocal links to NCSCPM web site.	Publications/PR Committee	As needed	Web site observation
Survey membership on types of educational tools needed in public management.	Ad hoc committee	Ongoing	Survey instrument/ Committee reports
Identify URLs and Listservs in-state and out of state that will provide educational resources.	Publications/PR Committee Chair	Ongoing	Committee reports/ Website observation

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

OBJECTIVE 4: Establish and develop effective partnerships with other state boards.

TASKS	INDIVIDUALS ASSIGNED	COMPLETION DATES	DOCUMENTATION OF RESULTS
Extend invitation to South Carolina and Virginia Boards to NCSCPM training event(s) and annual meeting.	President and Committee Chairs	Ongoing	Board meeting minutes
Explore logistics for joint state Board interaction and make personal contact with South Carolina and Virginia	Board	Ongoing	Board meeting minutes
Explore opportunities to attend and present at South Carolina and Virginia annual meetings	Board	Ongoing	Board meeting minutes
Explore opportunities to exchange member information with South Carolina and Virginia to enhance networking.	Board	Ongoing	Board meeting minutes

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 Reports
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 reports
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 reports
Send annual renewal application to all former members and monthly reminders until the end of membership drive.	Membership Committee	October - February	Membership Committee reports
Establish ad-hoc committee to explore/recommend informal networking opportunities	Board	Ongoing	Committee reports/ Board meeting minutes
Develop talking points on benefits of "active" membership.	Ethics Committee and Membership Committee	Ongoing	Committee reports/Board meeting minutes

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 information to board members and committee chairs. Recruit other volunteers who might be interested in serving on a committee.	Membership Committee	November - February	Committee reports
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	November	Annual meeting minutes
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 NCSCPM Web Page.			
TASKS	INDIVIDUALS ASSIGNED	COMPLETION DATES	DOCUMENTATION OF RESULTS
Develop a web site maintenance plan and protocol for submitting and approving content for posting.	Publications/PR Committee Chair	Ongoing	Web site observation
Solicit content from Committee Chairs at regular intervals and post to web site.	PR/Publications Chairman and webmaster	Ongoing	Web site observation
Identify trends in public management and explore no-cost opportunities to access materials; develop links on NCSCPM website	Ad hoc committee	Ongoing	Committee reports/ Web site observation

GOAL III: Promote the recognition and understanding of the value of the Public Manager Program and the Society of Certified Public Managers.			
OBJECTIVE 2: Develop and enhance the partnership between the Society and State Agencies, OSP			
TASKS	INDIVIDUALS ASSIGNED	COMPLETION DATES	DOCUMENTATION OF RESULTS
Contact PMP director monthly to share and receive information of common interest.	President and Board Chair	Monthly	Ongoing by the use of E-mail.
Invite the PMP director to attend the Board meetings quarterly.	President and Board Chair	Quarterly	Board meeting minutes.
Advise PMP staff and faculty regarding Society functions and send them newsletters.	President, Program Committee Chair and Publications Committee Chair	Training event dates plus annual meeting.	Committee reports and Board meeting minutes.
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.
Identify liaison with OSP to facilitate communication including PMP faculty and trainers' network.	President	July 2007	Board meeting minutes
Identify agency-level contacts responsible for SMP/PMP recruitment and make contact.	President and Board Chair	Ongoing	Board meeting minutes
Develop Social Action Committee to investigate community involvement opportunities.	President and Past President	May 2007	Board meeting minutes, Newsletter

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
Identify potential vendors and compare prices & quality.	Ways and Means Committee	Ongoing	Committee reports and Correspondence
Maintain digital images of merchandise and order form for display on Web site.	Ways and Means Committee/Publications Committee	Ongoing	Board meeting minutes
Purchase inventory for resale	Ways and Means Committee	Ongoing	Board meeting minutes
Inform Society of availability of merchandise	Ways and Means Committee-Chair	Ongoing	Board meeting minutes
Evaluate and adjust business plan.	Ways and Means Committee-Chair	December	Board meeting minutes

Goal IV: Improve and maintain Society effectiveness and efficiency.			
Objective 1: Implement and maintain a records management archive plan.			
TASKS	INDIVIDUALS ASSIGNED	COMPLETION DATES	DOCUMENTATION OF RESULTS
Prepare annual inventory of items to be archived.	Past President	February	Board meeting minutes
Present list of items to be archived with box of documents to BOD for final approval.	Past President	March	Annual meeting minutes
Make annual deposit of documents into state archives.	Past President	December	Board meeting minutes

Goal IV: Improve and maintain Society operations and effectiveness.			
Objective 2: Annual review of calendar and update Society procedures as needed			
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	Ongoing	Standard operating procedures
Incorporate changes into revised documents and distribute to Board members and committee chairs.	Secretary	Ongoing	Revised documents
Review by-laws to determine if revisions are needed.	Ethical Practices Committee and Board	Ongoing	Board meeting minutes
Revise the calendar of board and committee responsibilities.	Board Chair	January	Board meeting minutes

Goal IV: Improve and maintain Society operations and effectiveness.			
Objective 3: Review Strategic Plan at Board meetings annually and evaluate progress.			
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 Chair	July, September, December	Meeting agenda
Lengthen Board meeting when review of annual Strategic Plan is on the agenda.	Board Chair	July, September, December	Meeting agenda
Discuss progress towards meeting goals and objectives and revise as needed.	Board Chair	July, September, December	Meeting agenda

Goal IV: Improve and maintain Society operations and effectiveness.			
Objective 4: Develop and implement a new Board member orientation and implement a succession plan for Board Members.			
TASKS	INDIVIDUALS ASSIGNED	COMPLETION DATES	DOCUMENTATION OF RESULTS
Review the plan for orienting new Board members.	Board Chair & President	September	Board meeting minutes and incorporate into standard operation procedures
Prepare materials for new Board member orientation.	Board Chair and President	November	Standard operating procedures
Revise standard operating procedures to reflect plan.	President	November, on-going	Standard operating procedures
Conduct new Board Member orientation	President	November	Board meeting minutes
Revisit long-range succession plan for officers and Board Members.	Board	July 2007	Board meeting minutes and incorporation into standard operating procedures