



First Coast Chapter Strategic Plan 2011 – 2014

Mission

The mission of the First Coast Chapter of the International Association of Administrative Professionals is to be a resource channel for our chapter members and members-at-large for information, leadership and advancement.

Vision

Our vision is to inspire and provide a foundation for educational and leadership development for administrative professionals to assist in the achievement of individual goals and performance excellence within their chosen profession.

Goals

1. Strengthen Leadership Skills

First Coast Chapter will provide leadership development opportunities to our chapter members and members-at-large through mentoring, committee chairs, community outreach, and networking through meetings and events at the chapter and division levels. We will also promote the benefits of certification through IAAP and encourage members, members-at-large and non-members to obtain the certification.

- Leadership Development Opportunities
 - Chapter officers and committee chairs will be encouraged to be guest speakers of educational programs at monthly educational meetings in an effort to further develop speaking, presentation and leadership skills and provide an opportunity for each to attain a Member of Excellence point and a recertification point for those that are certified.
 - The membership will be surveyed annually on the prior year's education program content and topics of interest for future meetings.
 - Continuous feedback and suggestions on areas of improvement will be solicited from members on an ongoing basis.
 - All members are encouraged to submit articles for publication in the chapter or division newsletters. Publication of an article in either of these venues count as a point towards the Member of Excellence criteria for each member who submits an article.
- Education/Certification
 - The education chair will strive to obtain recertification points for a minimum of 50% of the chapter meetings.
 - Provide access to certification exam study materials and assist in organizing self-study groups.



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- Communicate to members the availability of educational opportunities outside of chapter, division and international venues.
- Community Service
 - Continue support for Professional Secretaries International (PSI) Mandarin Center and two other annual community service projects, as agreed upon by the membership.
 - Encourage members to come forward with suggestions for community service events.
- Participation in the Administrative Professional Day/Week activities will be encouraged to members, to include the First Coast Chapter's annual luncheon and UNF's Administrative Professional Expo for recognition and the educational/development opportunities each event affords.

2. Promote and Maintain a Strong Membership Base

First Coast Chapter will promote the benefits of IAAP to chapter members, prospective members, members-at-large, community leaders and business partners to maintain a strong membership base.

- Each member will be encouraged to share the benefits of IAAP from a personal perspective to both members and non-members in an effort to maintain positivity within the chapter and help bring new members into the organization.
- Encourage all members to attend division events, including the Florida Local Area Networking (FLAN), Spring Educational Conference (SEC), Learning and Educational Conference (LEC), and Florida Division Annual Meeting (FDAM) to learn more about IAAP business operations and share in the professional and educational development opportunities each provides.
- Encourage all members to visit other chapters if traveling – the IAAP website is a valuable resource in locating chapters in cities where members may be traveling.
- Members will be encouraged to attend local community functions, such as the Chamber of Commerce, civic organizations, etc., to network and share IAAP's membership benefits.

3. Effectively Communicate to Chapter Membership

First Coast Chapter will effectively communicate to its membership via a variety of methods to ensure a clear and concise message is heard at all times.

- The First Coast Chapter president will disseminate information to the membership upon receipt of such, to include but not limited to those from the International president and Florida division president.
- Members will be encouraged to actively participate in e-Groups in the Web Community, especially that of the Florida Division, for educational and networking opportunities.



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- Members will be kept apprised of webinars as available.
- The chapter newsletter will be published on a monthly basis and available on the chapter website. Each newsletter includes remarks from the current chapter president and other officers as submitted, along with Ways & Means updates.
- Chapter meeting minutes and financial information, along with other information as necessary, will be distributed each month to ensure members are aware of the progress made and solidity of the chapter.

4. **Encourage Succession Planning**

First Coast Chapter will promote the training and development of leadership roles to its members to ensure a smooth and knowledgeable leadership transition year to year. The chapter will encourage new members to join committees as part of their development and future transition into a leadership role.

- The current chapter president will encourage current committee chairs to develop a guide of the roles and responsibilities of the chair and its members, as well as reaching out to previous chairs for assistance and networking with other chapter and division officers.

Achievement: Several committee chairs have already begun documenting guidelines for committee chair positions, including detailed descriptions of the position with timelines for steps to accomplish and milestones for each committee.

- Current officers and committee chairs will self-identify potential replacements for their respective positions and work to encourage, educate, and motivate individuals to take on positions when they are next available. In addition, outgoing officers and committee chairs will act as mentors to those individuals who take on their recently vacated positions to ensure the success of the transition of each new officer and committee chair.
- Set the tone for chapter officer nominations, scheduled in April of each year, by advising the membership at the January chapter meeting of the upcoming elections. The nominations committee chair will ensure nomination communications are sent out in sufficient time for members to consider filling a position. Dedicate time at chapter meetings to delve into the positions and its responsibilities as a means to encourage others to take on a position for the first time.