GMA SHRM Goal Development Worksheet

Strategic Initiative Area	The Future of HR		
Goal	Create a buddy/mentoring program linking more senior HR professionals with people newer to the field or their role.		
Board Sponsor	Director – Education / Development	**Champion(s)**	Tammy Wacek Michele Thoren
Lead Committee	Education & Professional Development		

1.   Define the Goal

What is this goal? What issues are addressed by this goal, who is affected, and how are they affected? Why is this goal important to address? What are the long-term consequences if the goal isn't achieved?

This goal is targeted to engage senior level professionals with recent graduates or individuals newer to the HR profession – perhaps returning students who are now graduating that have a number of years in the workforce, outside of HR. This will provide new HR professionals with a mentor / buddy who can help with resume review, job search and coach on interviewing best practices as well as provide assistance once someone is working within their new HR role. Additionally, new GMA members who are part of this program are more likely to feel connected to the organization and attend events knowing that they will already know someone else in attendance.

2.   Describe the Desired Outcome

Describe the positive outcome that we seek to achieve with this goal. If we make progress in addressing this issue, what will be achieved? What are the significant positive results/outcomes that will be realized by the chapter?

We hope to see an increase in the engagement of senior level members, perhaps by reengaging them in this mentorship role, which will allow them to give back to the profession and share their years of experience and expertise. New members will be more engaged in the chapter and more likely to continue to renew their membership each year and to encourage others to join as well. Success of this goal will also foster an environment of continued coaching, outside of one's organization, which will help them to become well-rounded HR professionals.

Measures of Success

How will our progress/success be measured?

We will realize success when we have a pool of established mentors and buddies willing to invest their time into these relationships. New members will be paired with a mentor / buddy and will have positive interactions and attend more events along with becoming more engaged in the chapter.

3. Identify Possible/Tentative Actions to Achieve the Goal

What possible actions will we need to take to move us toward achieving our desired outcomes for this goal? What might be a tentative timeline for implementing each step? Identify a suggested target date for goal completion (Note: it's okay to identify a date beyond the 18-month planning cycle into the *next* fiscal year)

Recommended Target Date for Goal Completion	5/31/2016

Suggested Actions to Achieve the Goal	When?
Draft roles / responsibilities / time commitment of the mentor / buddy & roles / responsibilities of the mentee. Determine how matches would be made and if they will be made as someone joins or at set times throughout the year.	
Identify pool of individuals who could serve as the mentor	
Reach out to see if there is an interest in individuals serving in a mentorship role and review draft roles / responsibilities with them, asking for feedback and input	
Finalize initial list of mentors	
Recruit pool of new members who would be interested in being paired with a mentor / buddy, review roles and responsibilities	
Match mentors and mentees, introducing to one another	
Host event where individuals can meet each other and do a "kick-off" for the initial pool of mentors / mentees. Consider hosting 1-2 events per year, recognizing those who serve as mentors / mentees, facilitate best practice sharing	
Design informal survey asking for feedback, modifying program as necessary	

Suggested Actions to Achieve the Goal	When?
Incorporate into new member sign-up or at new member orientation to have individuals sign up for either role	

GMA SHRM Goal Development Worksheet

Strategic Initiative Area	The Future of HR		
Goal	HR Business Partner Leadership Academy		
Board Sponsor	President, Programming VP	**Champion(s)**	Vicki Kampmeier, Tammy Wacek
Lead Committee	? [Will likely need to create an advisory committee.]		

1.   Define the Goal

What is this goal? What issues are addressed by this goal, who is affected, and how are they affected? Why is this goal important to address? What are the long-term consequences if the goal isn't achieved?

The goal is to develop and/or enhance the skills of HR professionals so they are seen by line executives, managers and employees as adding value to the business.

As HR professionals desire to advance in their careers, their skills must broaden and deepen in areas like: developing business acumen and understanding the financial drivers of company performance; demonstrating effective internal consulting skills; aligning recommendations to the strategic direction of the organization; change leadership, project management and facilitation.

Based on recent discussions with HR Executives in the Greater Madison Area, the skills identified above are gaps in the marketplace, making it difficult to find great talent locally to fill strategic roles. If these skills are not developed, the performance of local businesses will not be as effective as they could be, HR will be viewed as not adding the desired value, and roles will be filled with talent outside of our community.

2.   Describe the Desired Outcome

Describe the positive outcome that we seek to achieve with this goal. If we make progress in addressing this issue, what will be achieved? What are the significant positive results/outcomes that will be realized by the chapter?

If progress is made addressing this issue, the following positive results could be achieved:

- HR is viewed as strategic and as adding value to the business
- There will be a deeper bench of talent, allowing organizations to fill strategic HR more quickly and locally
- Performance of organizations will be enhanced
- More HR professionals will be candidates for roles outside of HR

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Measures of Success

How will our progress/success be measured?

HR Executives in the Greater Madison Area feel there is a stronger bench locally to fill strategic HR roles.

We have a waiting list for the first class (demonstrating we hit the mark/need).

HR professionals feel the program(s) in place are advancing their skillsets.

3.   Identify Possible/Tentative Actions to Achieve the Goal

What possible actions will we need to take to move us toward achieving our desired outcomes for this goal? What might be a tentative timeline for implementing each step? Identify a suggested target date for goal completion (Note: it's okay to identify a date beyond the 18-month planning cycle into the *next* fiscal year)

Recommended Target Date for Goal Completion	April 2015

Suggested Actions to Achieve the Goal	When?
Reach out to national SHRM for more information on their Business Partner program (Vicki)	April 11, 2014
Research other business development programs offered by other SHRM chapters, universities, etc. (Vicki)	April 11, 2014
Refine the core courses to be included in the development program (Vicki and Jeff)	April 25, 2014
Identify program costs and financing options: to explore such issues as pro bono or paid instructors, chapter administration costs (Vicki and Jeff)	May 2, 2014
Develop program options for review by the GMA SHRM Board and the senior HR execs group (Vicki and Jeff)	May 9, 2014
Meet with chapter administration to discuss and finalize administrative infrastructure and costs to support the proposed model.	June 2014

Suggested Actions to Achieve the Goal	When?
Get approval for moving forward on a model from the GMA Board	August 2014
Create an advisory committee to guide program development and participant selection	Sept. 2014
Develop a candidate application process (Vicki)	October 2014
Define learning outcomes for each module (Vicki and Jeff)	Nov. 2014
Define a review/selection process for deciding upon instructors for each module	Nov. 2014
Issue applications for the premier offering of the HR Business Partner Leadership Academy	Nov. 2014
Selection of instructors	January 2015
Selection of participants in the program. Target of 15-20 participants in the first year.	January 2015
Program launch: first of the 5 half-day program modules introduced. Suggested dates for the five modules: April, May, June, August, and September.	April 2015
Program evaluation after each module and at the end of the program	April 2015 through Sept. 2015
Recommendations for program continuation/termination and, if continued, suggestions for improvement.	Oct/Nov. 2015

GMA SHRM Goal Development Worksheet

Strategic Initiative Area	Recruiting, Maintaining, Developing Volunteer Leaders		
Goal	Measure why people join GMA SHRM.		
Board Sponsor	VP Membership	Champion(s)	Mike Johnson
Lead Committee	Membership Committee		

1. Define the Goal

What is this goal? What issues are addressed by this goal, who is affected, and how are they affected? Why is this goal important to address? What are the long-term consequences if the goal isn't achieved?

The overall goal for gathering this information is to allow the membership committee to format a more personalized welcome call to all new members. This information will also be used to provide guidance to new members about how to get the most from their membership based on why they joined. By understanding why members are joining it will also provide Communications and Marketing committee valuable insight on how to market GMA SHRM events to drive attendance.

This goal is important to create a culture that is "member centric" and improve retention and attendance moving forward.

The long-term consequences if this goal isn't achieved can vary from high-turnover rate of membership to low attendance. But most importantly if we don't begin this process, we won't move our chapter into a mindset of a customer centric environment for long-term sustained success and development of future leaders.

2. Describe the Desired Outcome

Describe the positive outcome that we seek to achieve with this goal. If we make progress in addressing this issue, what will be achieved? What are the significant positive results/outcomes that will be realized by the chapter?

By collecting this data we will have the ability to customize welcome calls which will allow for a more organic welcoming conversation. This information will switch the focus from what GMA SHRM offers to what GMA SHRM can do for you and engage members early in the process.

Measures of Success

How will our progress/success be measured?

Success is measured in this situation by data collection. We would be looking to create

a drop down selection box to collect this information during the online registration process. We would then add this information to the monthly new member report to allow us to track the results.

3. Identify Possible/Tentative Actions to Achieve the Goal

What possible actions will we need to take to move us toward achieving our desired outcomes for this goal? What might be a tentative timeline for implementing each step? Identify a suggested target date for goal completion (Note: it's okay to identify a date beyond the 18-month planning cycle into the *next* fiscal year)

Recommended Target Date for Goal Completion	June 30, 2014

Suggested Actions to Achieve the Goal	When?
Contact Chapter Admin to add the drop down option on the registration from. Also to have them add a column on the monthly new member report.	April 2014
Go live on new registration from	June 2014
Begin using the new information from the updated monthly new member list	June 2014

GMA SHRM Goal Development Worksheet

Strategic Initiative Area	Recruiting, Maintaining, and Developing Volunteer Leaders		
Goal	Customer-focused on-boarding process (Rebrand new member orientation).		
Board Sponsor	VP membership	Champion(s)	TBD
Lead Committee	Membership Committee		

1. Define the Goal

What is this goal? What issues are addressed by this goal, who is affected, and how are they affected? Why is this goal important to address? What are the long-term consequences if the goal isn't achieved?

By rebranding our "New Member Orientation", the goal is to have more dialog with our new members on how we can make them more successful. This goal is important to address because just like on-boarding a new employee, your first impressions can make or break their perception of your organization. We are also focusing on making all new members feel as welcome as possible and make sure we are reaching out to them and introducing them to other members.

The long-term consequences of not achieving this goal are very detrimental. Without an engaged and involved volunteer and membership base the chapter will struggle to move forward and identify new leaders for sustained success.

2. Describe the Desired Outcome

Describe the positive outcome that we seek to achieve with this goal. If we make progress in addressing this issue, what will be achieved? What are the significant positive results/outcomes that will be realized by the chapter?

Positive outcomes that we would like to see is energizing and engaging new members from the start. This should allow each committee to see an increase in volunteer sign ups during the event. By having each committee member speak to small groups about their committee will allow the members to have a conversation with each leader. The old model was basically the board speaking to a group of people for an hour with very little interaction.

Measures of Success

How will our progress/success be measured?

This can be measured in three ways.

1. Measuring the amount of new members we have attend the orientation.
2. Measure the amount of existing members we have attend the event (this is equally as important to engage current members to become volunteers).
3. Measure the amount of members we have signed up for committees during the event.

3.   Identify Possible/Tentative Actions to Achieve the Goal

What possible actions will we need to take to move us toward achieving our desired outcomes for this goal? What might be a tentative timeline for implementing each step? Identify a suggested target date for goal completion (Note: its okay to identify a date beyond the 18-month planning cycle into the *next* fiscal year)

Recommended Target Date for Goal Completion	12-24-2014

Suggested Actions to Achieve the Goal	When?
Our first round of the new format is scheduled to start at the first GMA-SHRM Revealed event.	4-24-14
Review format of the event and make changes if necessary.	4-30-14
Review materials presented during the event (re-brand if necessary).	4-30-14
Design log to track success (# of new members, # of existing members, # of volunteer sign ups).	June-2014
Second round of new format is October 2014.	Oct. 2014
Review for any changes and evaluate numbers from October event.	Nov. 2014
After the second event, we should be able to tell if the format is working or not.	Dec 2014

GMA SHRM Goal Development Worksheet

Strategic Initiative Area	Technology		
Goal	Research virtual learning opportunities		
Board Sponsor	Director, Technology	**Champion(s)**	Director, Technology (position needs to be filled and committee formed before identifying)
Lead Committee	Technology		

1. Define the Goal

What is this goal? What issues are addressed by this goal, who is affected, and how are they affected? Why is this goal important to address? What are the long-term consequences if the goal isn't achieved?

Research virtual learning opportunities GMA SHRM can provide for members – including such options as webinars, videotaped Toolboxes, conference call options for Roundtables, etc.

Currently all events are in-person and no virtual learning opportunities are offered. Research (and surveying members I believe) needs to be done to see if this will help increase member engagement and provide valuable learning opportunities for members.

There may be no long-term consequences. This is why we need to research this to see what the cost/benefit is.

2. Describe the Desired Outcome

Describe the positive outcome that we seek to achieve with this goal. If we make progress in addressing this issue, what will be achieved? What are the significant positive results/outcomes that will be realized by the chapter?

If we find a reasonably priced option that is feasible to offer our members, and members are interested in some form of virtual learning, we would look to implement this in our 2015-2016 budget year as there will likely be expenses involved.

We would hope that it provides additional learning opportunities for members to

increase their overall business knowledge, working towards the goal of HR Business Partner.

Measures of Success

How will our progress/success be measured?

Attendance and engagement of members.

3. Identify Possible/Tentative Actions to Achieve the Goal

What possible actions will we need to take to move us toward achieving our desired outcomes for this goal? What might be a tentative timeline for implementing each step? Identify a suggested target date for goal completion (Note: it's okay to identify a date beyond the 18-month planning cycle into the *next* fiscal year)

Recommended Target Date for Goal Completion	6/30/2015

Suggested Actions to Achieve the Goal	When?
Recruit volunteers for technology committee	10/31/2014
Survey Members (whether formal or informal) on interest	11/30/2014
Develop matrix/spreadsheet of potential virtual learning platforms	12/31/2014
Create pros/cons associated with various platforms	12/31/2014
Present findings and recommendation to board at January 2015 Strat Plan	1/31/2014

GMA SHRM Goal Development Worksheet

Strategic Initiative Area	Technology	
Goal	Research document sharing/collaborative sharing for members	
Board Sponsor	Director, Technology	**Champion(s)** Director, Technology (position needs to be filled and committee formed before identifying)
Lead Committee	Technology	

1.   Define the Goal

What is this goal? What issues are addressed by this goal, who is affected, and how are they affected? Why is this goal important to address? What are the long-term consequences if the goal isn't achieved?

Research additional collaborative/document sharing options for members to use.

I believe this would supplement our LinkedIn group, offering members a way to share documents members are requesting of each other that can't be posted on LI and are currently emailed around.

It will build collaboration amongst members and increase the value of GMA SHRM as a member resource.

There may be no long-term consequences. This is why we need to research this to see what the cost/benefit is.

2.   Describe the Desired Outcome

Describe the positive outcome that we seek to achieve with this goal. If we make progress in addressing this issue, what will be achieved? What are the significant positive results/outcomes that will be realized by the chapter?

If successfully implemented, this could be a great local collaboration tool for members to know what other local companies are doing. Because it would only be available to members, it could help with member recruitment and retention.

Measures of Success

How will our progress/success be measured?

Amount of activity and files shared.

3.　Identify Possible/Tentative Actions to Achieve the Goal

What possible actions will we need to take to move us toward achieving our desired outcomes for this goal? What might be a tentative timeline for implementing each step? Identify a suggested target date for goal completion (Note: it's okay to identify a date beyond the 18-month planning cycle into the *next* fiscal year)

Recommended Target Date for Goal Completion	6/30/2015

Suggested Actions to Achieve the Goal	When?
Recruit volunteers for technology committee	10/31/2014
Work with MDS to review options available with technology we have	11/30/2014
Research available platforms outside of what we currently have	12/31/2014
Create pros/cons associated with various platforms	12/31/2014
Present findings to board for budget implications	2/28/2014

GMA SHRM Goal Development Worksheet

Strategic Initiative Area	Technology

Goal	Market and promote the current social media sites we utilize.

Board Sponsor	Director, Technology	Champion(s)	Director, Technology (position needs to be filled and committee formed before identifying)

Lead Committee	Technology

1.   Define the Goal

What is this goal? What issues are addressed by this goal, who is affected, and how are they affected? Why is this goal important to address? What are the long-term consequences if the goal isn't achieved?

Market and promote the current social media sites we utilize.

We currently have a variety of social media platforms but it isn't closely monitored to see if members are being actively engaged in utilizing them. If we can increase member interaction, it will only increase their engagement with GMA SHRM.

2.   Describe the Desired Outcome

Describe the positive outcome that we seek to achieve with this goal. If we make progress in addressing this issue, what will be achieved? What are the significant positive results/outcomes that will be realized by the chapter?

If we can successfully engage our members, they will hopefully see GMA as a more valuable resource and potentially want to volunteer, come to more events, and tell their friends about it.

Measures of Success

How will our progress/success be measured?

Amount of activity, shares, etc..

3. Identify Possible/Tentative Actions to Achieve the Goal

What possible actions will we need to take to move us toward achieving our desired outcomes for this goal? What might be a tentative timeline for implementing each step? Identify a suggested target date for goal completion (Note: it's okay to identify a date beyond the 18-month planning cycle into the *next* fiscal year)

Recommended Target Date for Goal Completion	6/30/2015

Suggested Actions to Achieve the Goal	When?
Recruit volunteers for technology committee	10/31/2014
Evaluate current social media posting strategies	10/31/2014
Research best practices for association social media management	1/31/2014
Make recommendation on changes from current practices	03/31/2014
Implement any changes to increase member engagement	4/30/2014

GMA SHRM Goal Development Worksheet

Strategic Initiative Area	Technology

Goal	Review GMA SHRM website and update content.

Board Sponsor	Director, Technology	Champion(s)	Director, Technology (position needs to be filled and committee formed before identifying)

Lead Committee	Technology

1. Define the Goal

What is this goal? What issues are addressed by this goal, who is affected, and how are they affected? Why is this goal important to address? What are the long-term consequences if the goal isn't achieved?

Review GMA SHRM website and update content.

There are many current areas of the website that are out of date and not utilized by members. We need to get this updated and laid out in a way that it is easy for members to find whatever information they are looking for.

We may end up losing members or not engaging them if they can't easily find what they are looking for and give up searching.

2. Describe the Desired Outcome

Describe the positive outcome that we seek to achieve with this goal. If we make progress in addressing this issue, what will be achieved? What are the significant positive results/outcomes that will be realized by the chapter?

The website should be easy to navigate for members, partners and community members searching for information on GMA SHRM. It should help us recruit and retain volunteers if the website easily conveys WIIFM and what positions entail.

Measures of Success

How will our progress/success be measured?

Member and board feedback on ease of use of the site.

3. Identify Possible/Tentative Actions to Achieve the Goal

What possible actions will we need to take to move us toward achieving our desired outcomes for this goal? What might be a tentative timeline for implementing each step? Identify a suggested target date for goal completion (Note: it's okay to identify a date beyond the 18-month planning cycle into the *next* fiscal year)

Recommended Target Date for Goal Completion	6/30/2015

Suggested Actions to Achieve the Goal	When?
Recruit volunteers for technology committee	10/31/2014
Evaluate current website with committee volunteers	12/31/2014
Recommend changes to board if significant	1/31/2015
Evaluate tools and resources we have available we may not be using through MDS	03/31/2015
Implement any changes to make website more functional	4/30/2015

GMA SHRM Goal Development Worksheet

Strategic Initiative Area	Member Engagement
Goal	Student outreach – including expanding student scholarships, promoting student membership, hosting a student night, targeting transitioning students, and develop buddy/mentor program.

Board Sponsor	Melissa Chadwick	**Champion(s)**	Brandon Larson
Lead Committee	Education & Professional Development		

1.   Define the Goal

What is this goal? What issues are addressed by this goal, who is affected, and how are they affected? Why is this goal important to address? What are the long-term consequences if the goal isn't achieved?

This goal is focused around expanding our reach to students – both traditional and returning students. It's important as the next generation of HR professionals will come from this population and we feel the earlier they are engaged in the chapter, the better success they will have as professionals in the field. If we don't do better at engaging students earlier they may not be as inclined to join GMA or they will miss out on development opportunities while still in college.

2.   Describe the Desired Outcome

Describe the positive outcome that we seek to achieve with this goal. If we make progress in addressing this issue, what will be achieved? What are the significant positive results/outcomes that will be realized by the chapter?

Our main focus is to increase the number of student members but to also increase our presence and influence on college campuses locally and advertise to transitioning students throughout the state.

Measures of Success

How will our progress/success be measured?

Increasing the number of student members and entry-level professionals; having a larger presence on campus.

3. Identify Possible/Tentative Actions to Achieve the Goal

What possible actions will we need to take to move us toward achieving our desired outcomes for this goal? What might be a tentative timeline for implementing each step? Identify a suggested target date for goal completion (Note: it's okay to identify a date beyond the 18-month planning cycle into the *next* fiscal year)

Recommended Target Date for Goal Completion	June 2015

Suggested Actions to Achieve the Goal	When?
Survey student chapters to see what they are interested in / want or need from GMA SHRM. For example – a night event, regular GMA speakers at student meetings, resume book for internship / full-time openings	August / September 2014
Determine which schools to promote GMA and advertise our services and scholarship programs. Currently: UW Whitewater, UW Madison, UW Platteville & recently Herzing, Upper Iowa, Edgewood and Madison College	Summer 2014
Host booth or info table at campus career fair or student organization fair to promote benefits of GMA and student scholarship. Consider posting a small advertisement in school newspapers.	Fall 2014
Promote GMA & scholarship to professors and ask to be able to give a GMA pitch during the first 5 minutes of class. Leave materials at career services for them to share with students (this would work especially well with schools outside of our immediate reach)	Fall 2014
Promote Assurance of Learning exam and purpose in GMA Newsletter (twice a year, depending on when exam period and testing window is)	TBD
Recognize students who pass Assurance of Learning exam (in newsletter, twice a year)	TBD
Create buddy / mentor program for student members or entry-level members	Winter 2014
Assign buddy to student members or entry-level members – call student to invite to events, call to check-in, help with resume review, navigate hurdles early in career,	Spring 2014

Suggested Actions to Achieve the Goal	When?
Promote GMA to professional organizations and return on investment for entry-level professionals	On-Going
Advertise Pay it Forward to transitioning students; provide testimonial from those who have been through the program	Nov / April

GMA SHRM Goal Development Worksheet

Strategic Initiative Area	Member Engagement
Goal	Explore new methods and strategies for understanding and engaging members to increase retention and participation in chapter events.

Board Sponsor	VP Membership	**Champion(s)**	TBD
Lead Committee			

1.   Define the Goal

What is this goal? What issues are addressed by this goal, who is affected, and how are they affected? Why is this goal important to address? What are the long-term consequences if the goal isn't achieved?

The goal is to determine methods to retain members and also to engage members to increase event attendance. If we are able to retain members and continue to gain members as we have, we will continue to grow the chapter. If we can increase attendance at events we will engage more of our membership and hopefully more interest in volunteerism and leadership opportunities in our chapter.

2.   Describe the Desired Outcome

Describe the positive outcome that we seek to achieve with this goal. If we make progress in addressing this issue, what will be achieved? What are the significant positive results/outcomes that will be realized by the chapter?

If we are able to achieve these goals we will increase our chapter size and improve our engaged volunteer numbers.

Measures of Success

How will our progress/success be measured?

We will be able to determine success from an increase in our overall membership numbers as well as chapter event attendance.

3.   Identify Possible/Tentative Actions to Achieve the Goal

What possible actions will we need to take to move us toward achieving our desired outcomes for this goal? What might be a tentative timeline for implementing each step? Identify a suggested target date for goal completion

(Note: it's okay to identify a date beyond the 18-month planning cycle into the *next* fiscal year)

Recommended Target Date for Goal Completion	December 2015

Suggested Actions to Achieve the Goal	When?
We have already begun calling members who have "left" to find out why. We need to better evaluate that information. 1st collect the data for a few months and evaluate reasons	July 2014
Determine the reasons why members leave and come up with a plan to address the reasons we have control over. I.e. renewal process, etc.	Aug 2014
Determine if reports can be run to see which members are not attending events and target a survey towards them or call them.	Dec 2014
Investigate possible "exit interview/survey" idea	

GMA SHRM Goal Development Worksheet

Strategic Initiative Area	Member Engagement

Goal	Hold an annual "at large" member event to recruit national SHRM members who live locally but aren't GMA SHRM members to become members.

Board Sponsor	VP Membership	Champion(s)	TBD

Lead Committee	

1.   Define the Goal

What is this goal? What issues are addressed by this goal, who is affected, and how are they affected? Why is this goal important to address? What are the long-term consequences if the goal isn't achieved?

The goal is not only to hold an event during the year to increase membership for those who are only national SHRM members, but to find out why they have not joined GMA SHRM. Are we not marketing ourselves effectively? This goal is important because we need to make sure all HR professionals in the GMA area know about us.

If we do not have at large events and/or determine if we are known to the community we are not doing our part to ensure Madison has high caliber HR professionals for the community in which we live.

2.   Describe the Desired Outcome

Describe the positive outcome that we seek to achieve with this goal. If we make progress in addressing this issue, what will be achieved? What are the significant positive results/outcomes that will be realized by the chapter?

This event will be successful if we have good attendance and we are able to convert at large members to regular members. And also find out why they have not been members before to allow us to market ourselves better.

Measures of Success

How will our progress/success be measured?

Did we have an event? Did we have good attendance? How many at large members became regular members? Have we found an area that we need to target to get our name in the local HR community.

3. Identify Possible/Tentative Actions to Achieve the Goal

What possible actions will we need to take to move us toward achieving our desired outcomes for this goal? What might be a tentative timeline for implementing each step? Identify a suggested target date for goal completion (Note: it's okay to identify a date beyond the 18-month planning cycle into the *next* fiscal year)

Recommended Target Date for Goal Completion	February 2015

Suggested Actions to Achieve the Goal	**When?**
Plan an event for at large members only. A social event?	Nov 2014
After event determine the number of at large members who become members.	Dec 2014
Either have at large members complete a survey before or after the event to tell us why they have not joined before. Or if they aren't joining why.	Jan 2015
Evaluate the event, make necessary changes and plan for next year's event.	Jan 2015