

2014-16 GMA SHRM Strategic Plan

Strategic Initiatives and Goals

The Future of HR

Goal	Board Sponsor	Champion	Due Date
1. Create a buddy/mentoring program linking all levels of membership including students.	Director of Education and Development	Tammy Wacek Michele Thoren	January 2016
2. Create a <i>HR Business Partner Development Program/HR Leadership Academy</i> to move frontline HR staffers into more strategic and leadership roles in HR and develop future volunteer leaders for the Board.	President Programming	Vicki Kampmeier Tammy Wacek	April 2015
3. Promote the value of GMA SHRM membership to the C-suite.	VP Communications and Marketing		

Recruiting, Maintaining, and Developing Volunteer Leaders

Goal	Board Sponsor	Champion	Due Date
1. Measure why people join GMA SHRM.	VP Membership	Mike Johnson	TBD
2. Customer-focused on-boarding process (Rebrand new member orientation).	VP Membership	Mike Johnson	October 2014

Leveraging Technology

Goal	Board Sponsor	Champion	Due Date
1. Research virtual learning opportunities GMA SHRM can provide for members – including such options as webinars, videotaped Toolboxes, conference call options for Roundtables, etc.	Director of Technology Programming	Melissa Versnik & Karla King	7/1/15

Goal	Board Sponsor	Champion	Due Date
2. Research additional collaborative/document sharing options for members to use.	Director of Technology	Melissa Versnik	7/1/15
3. Market and promote the current social media sites we utilize.	VP Communications and Marketing Director of Technology	Melissa Versnik	7/1/15
4. Review GMA SHRM website and update content.	Director of Technology VP Communications and Marketing	Melissa Versnik	7/1/15

Member Engagement

Goal	Board Sponsor	Champion	Due Date
1. Increase speaker investment and evaluate results and reexamine programming calendar to manage conflicting events and do we have the right offerings?	VP Programming President-Elect	Michele-Calendar piece Karla King, Jennifer Peters, Lori Kannenberg-Dorn	6/2015
2. Develop a method to increase the number of volunteers and increase active participation from current committee members.	President-Elect	Dawn Koopman	6/2015
3. Student outreach – including expanding student scholarships, promoting student membership, hosting a student night, and targeting transitioning students.	Director of Education and Development	Brandon Larson	6/2015
4. Explore new methods and strategies for understanding and engaging members to increase retention and participation in chapter events.	VP Membership	Mike Johnson	July 2015

5. Hold an annual "at large" member event to recruit national SHRM members who live locally but aren't GMA SHRM members to become members.	VP Membership VP Programming Past President	TBD	January 2015
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Community Outreach

Goal	Board Sponsor	Champion	Due Date
1. GMA SHRM partnering with other organizations and community leaders to proactively address racial disparities in the workplace and to better serve communities of color (esp. African Americans – based upon recent report on this issue).	Director of Workforce Readiness and Diversity	Jennifer Peters Michele Thoren	May 2015
2. Examine the cost/benefit of GMA SHRM memberships in local Chambers and, if the decision is to continue these, develop a plan for leveraging their benefit.	VP Communications and Marketing	Julie & Sean	Jan 2015
3. Examine the cost/benefit of GMA SHRM becoming a go-to resource for local media and the community on HR matters – and, if the decision is to pursue this route, develop a media kit, key contacts, speaker's bureau, etc.	VP Communications and Marketing	TBD	June 2016