



CHAPTER

Louisiana Chapter of SGMP

CHAPTER OPERATIONS PLAN

Our mission is to enhance and promote the expertise of government meeting professionals.
Our objectives are to improve the quality of, and promote the cost-effectiveness of, government meetings.
SGMP is the only national organization in the U.S. dedicated exclusively to government meetings.
SGMP delivers our membership value through education, resources, and networking.

STRATEGIC FOCUS 1: MEMBERSHIP

Recruit
Reclaim

Retain
Branding

STRATEGIC FOCUS 2: VOLUNTEER LEADERSHIP

Take Ownership
Revitalize with Succession Planning

Learn Continuously
Emphasize Sustainability

STRATEGIC FOCUS 3: EDUCATION, RESOURCES & NETWORKING

Products & Services Driven by/Aligned with Mission
Resources

Education
Networking

STRATEGIC FOCUS 4: ETHICS, GOVERNANCE & OPERATIONS

Ethics & Integrity
Bylaws, Policies & Procedures, Robert's Rules of Order

Customer Service Culture
Enacting Appropriate Roles & Structure

STRATEGIC FOCUS 5: COMMUNICATION

Engage in Dialogue Openly & Effectively
Utilize Emails & Social Media

Maximize Chapter Newsletter & GC magazine
Prioritize Transparency

STRATEGIC FOCUS 6: FINANCIAL STABILITY

Budget Creation Process
The 80/20 Rule

Budget Monitoring Process
Cash Reserves

STRATEGIC FOCUS 7: VISIBILITY & MARKETING

Presence in the Marketplace
Alliance Building with Agencies

Differentiation within the Marketplace
Alliance Building with Industry Associations

STRATEGIC FOCUS 8: BUILDING ON STRENGTHS

Organizational Adaptability
Leadership Development

Membership Evaluations
Being Great at One Thing vs. Being Average at All Things

STRATEGIC FOCUS 9: RELATIONSHIPS WITH NATIONAL

With the National Board
With Other Chapters

With Your Region
With Headquarters Staff



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1st STRATEGIC FOCUS

Membership

- GOAL:** Recruit new members (the 50/50 membership rule is still suspended)
- OBJECTIVE:** Recruit 4 suppliers and 4 planners as members between July 1, 2022 and June 30, 2023
- STRATEGY:** Reach out to hotels with previous memberships from member list
- TACTIC(S):** Review membership list, outreach to organizations with memberships pre-COVID & to members with expired memberships, waive planner match for new supplier members to reach 50/50 rule

2nd STRATEGIC FOCUS

Volunteer Leadership

- GOAL:** Increase participation of members in committees
- OBJECTIVE:** Recruit 25% of members to participate on committees
- STRATEGY:** Make announcement at meetings requesting volunteers
- TACTIC(S):** Generate interest in serving with enthusiasm and provide Core competency approved educational programming at monthly meetings and recruit members for Programming Committee

3rd STRATEGIC FOCUS

Education, Resources, and Networking

- GOAL:** Offer educational programming that meets the needs of the chapter, current events, and provides credits for CGMP recertification.
- OBJECTIVE:** Offer educational programming at each meeting
- STRATEGY:** Continue to plan educational programming and recruit speakers that meet national criteria for programming
- TACTIC(S):** Ensure each of the core competencies are represented with education during the fiscal year cycle



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4th STRATEGIC FOCUS **Ethics, Governance, and Operations**

- GOAL:** To keep Chapter Operations transparent and consistent, Chapter Board members develop and publish the Chapter Policy Manual
- OBJECTIVE:** Chapter Board members will review draft Policy Manual and provide feedback by July 15 while taking into consideration National policies that do not need to be duplicated.
- STRATEGY:** Send draft to Board members for review and feedback by July 31
- TACTIC(S):** Provide completed draft to all members for review by August 30

5th STRATEGIC FOCUS **Communication**

- GOAL:** Publish newsletter monthly while ensuring our newsletter is reaching the right/most impactful audience.
- OBJECTIVE:** Review and update distribution list in mail chimp
- STRATEGY:** Remove outdated contacts by July 31.
- TACTIC(S):** Review and update distribution list for newsletter by July 31 and remove non-members from mailing list. Add current National board and current chapter presidents to mailing list. Ensure all current members are on mailing list.

6th STRATEGIC FOCUS **Financial Stability**

- GOAL:** Maintain financial stability
- OBJECTIVE:** Submit budget to Chapter members for review during July monthly meeting
- STRATEGY:** Review and approve draft budget presented to Board members using the previous fiscal year budget as a guide
- TACTIC(S):** Submit draft budget, approve draft budget, and provide to Board members at August meeting. Submit approved budget to National SGMP by established deadline.



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7th STRATEGIC FOCUS **Visibility and Marketing**

- GOAL: Partnering with host properties for monthly meetings
- OBJECTIVE: Increase networking opportunities for members, create exposure for member and sponsor properties
- STRATEGY: Host properties representative will provide tour to members present at in person meetings
- TACTIC(S): Ask for volunteers from supplier members and sponsors to host monthly meeting

8th STRATEGIC FOCUS **Building on Strengths**

- GOAL: Recognizing and empowering members based on strengths
- OBJECTIVE: Recruiting members for committees based upon strengths
- STRATEGY: Announce committees: Membership, Programming, Communications
- TACTIC(S): Ask for volunteers at meeting, Board Members will recruit volunteers based upon demonstrated key strengths

9th STRATEGIC FOCUS **Relationships with National**

- GOAL: Foster working relationship by communicating monthly with Chapter Liaison
- OBJECTIVE: Invite Chapter Liaison to monthly meetings to increase engagement
- STRATEGY: Add Chapter Liaison to monthly meeting announcements to promote engagement and communication
- TACTIC(S): Chapter President will send invitation by email monthly to Chapter Liaison