

IABC Edmonton Strategic Plan: 2011/2012

What we want to be

The professional association of choice for northern Alberta's best business communicators.

How we will do this

By providing members with access to a strong, involved and growing community of colleagues, opportunities for professional growth, inspiration and enrichment, and the knowledge, expertise and ethical foundation to heighten the credibility of the communications profession.

Our simple strategy

We will align with IABC International's focus on four fundamental building blocks: Content, professional development, membership, and support functions (efficient operations). Our overriding goals will be supported by measurable portfolio-specific objectives and tactical plans.

The four building blocks are defined by International as follows:

Content: We deliver leading edge content, accessible through multiple channels, designed to help our members succeed through current best practices and research.

Membership: Because we are a membership association, we must continue to grow by attracting new members and retaining current ones.

Professional Development:

Global and timely learning and development opportunities are delivered in multiple formats, serving members at every stage of their career.

Support Functions:

In order for us to achieve this we must underpin our strategy on sound business operations and sustainable income streams.

What we will achieve

Content: The development of a chapter website that is a best practice in the industry, enhances our value proposition to members and potential members, and improves the operations of our day-to-day business for the Board of Directors and its volunteers. Specific and measurable objectives outlined in each portfolio plan.

Professional development: Provide our membership with high quality, high value professional development opportunities, measured by achieving 100% attendance at our three major professional development offerings in 2011/2012.

Membership: Increase our membership by at least 15% (target: 480 members, stretch target: 500 members) by September 30, 2012.

Support functions: Maintain a balanced budget throughout the board year, measured by overall balanced expenditures vs. earnings and sound financial statements by June 30, 2012.