



San Joaquin Valley Chapter

2009-2010 Strategic Plan

### **Mission Statement:**

*The San Joaquin Valley Chapter will be recognized as a chapter that encourages its members to strive for excellence in their profession through education and cooperative partnership opportunities brought about through its diversified membership.*

### **2009-2010 Central Themes**

*“Inspiring Value, Cooperation and Strength Through Membership”*

### **Chapter Primary Goals**

- To promote a strategy that inspires and renews interest within the chapter membership and addressing its concerns by focusing our efforts on providing programs of immediate value and long term value.
- To endorse and encourage an outreach program, in partnership and cooperation of any associations and societies alike willing to participate in the further education of each other, as well as consumers, as we deal with an economy in the state of flux.
- To support and uphold those members, their businesses and livelihoods that have been affected by the current economic environment, through encouragement, benevolence and support in individual or as a collective whenever appropriate.
- As members of your Board, we are eager and optimistic about facing the 2009 seasons and its challenges. We invite and encourage you to join us in taking an active role of participation in making suggestions, volunteering and networking at upcoming chapter events. We look forward to providing you with current information in the way of minute notes, programming itinerary for the year and encourage you to visit the Chapter and National website on a regular basis.



## **Knowledge Source**

### **Objective:**

Encourage members to strive for excellence in their profession, through education and cooperative partnership opportunities brought about through membership. The promotion of NKBA members as recognized experts in the kitchen and bath industry.

### **Programs:**

- Through revitalization of current membership interest to further enhance its educational and professional development and engage in involvement in the chapter; by providing value-oriented programs and meetings tailored to the San Joaquin Valley. Exude chapter strength and prominence through presence of all board members at meetings and a commitment to begin every meeting on time.
- Providing consistent and current information relevant to the membership in all areas of chapter business; up to and including everything from board decisions, introduction of new members, volunteering and cooperative partnership opportunities in which all members should strongly be encouraged to participate.
- Actively pursue active participation of corporations, organizations, foundations and individuals on the benefits of sponsorship in correlation with events.

### **Professional Development:**

- Host two study session per year to coincide with members preparing for the CKD/CBD exams.
- Provide Chapter Meetings in which the necessary yearly CEU credit requirements are met.
- Pursue opportunities that educate our members to be better stewards of the environment, by providing current information and programs on sustainability.



### **Membership:**

- Engage and increase participation and awareness of NKBA of entry level designers and college students pursuing careers in the kitchen and bath industry.
- Promote networking and public awareness by fostering sponsorship and/or partnering with benevolent organizations, encouraging volunteer participation within the membership.
- Cultivate awareness within the membership and consumers to the benefits of membership in the NKBA. Value oriented programs, along with partnering seasoned members with new and student members will encourage self promotion within the membership, while inspiring confidence in its newest members and pride in its seasoned ones.
- Initiate an outreach program to past members who have not renewed their membership.
- Continue to enhance the value of NKBA membership by providing programs, awareness and opportunities for members to grow their business and profession within all areas affected by their trade.

### **Academic Relations:**

- Endorse and promote chapter programs and/or opportunities to students available through Membership.
- Partner with seasoned members at chapter meetings and events and provide introductions to other members.
- Explore the opportunity to attend design class to promote NKBA and be available for FAQ'S.

### **Technology and Communications:**

- Update member website on a monthly basis, to reflect the most current information, such as board meeting notes and promote member use.
- Create annual calendar on the website, listing all programs and events for the year.
- Begin a campaign supporting feedback on the website from members to the board.



**Technology and Communications *continued*:**

- Support on-line registration and its benefits for Chapter meetings and events.
- Initiate an assertive campaign which chapter submits to ASID, IIDA, AIA, Nari, NWIC, Fresno Magazine, Comcast Newsmakers, Comcast Community events board etc. announcing events that public is able to attend and participate.

**Advocacy:**

- Motivate and lead members to educate themselves with any and all legislation, codes, and trend reports of any kind that affect our industry. Be advocates in providing opportunities to disseminate and debate of same, through appropriate meetings and events.
- Create greater awareness and provide valid information regarding environmental sustainability through products and practices.

**Government Relations:**

- Readily support and participate in dialog and opportunities to educate members regarding any and all federal or state legislation up to and including title and practice acts and their differences.
- Act as a link to other design associations and societies advocating the benefits of partnerships and supportive affiliations.
- Investigate Affinity programs available through National and the advantages of their use within the design community.

**Chapter Representative:**

- Act as a voice to local media outlets, organizations and businesses within the design trade.
- Be a strong liaison to National regarding any and all Chapter concerns and in turn their initiatives to the members for year.
- Exploit and develop affinity programs provided by National to strengthen cooperation and partnership with community businesses.



**Secretary:**

- Take lead role in welcoming guests and chapter members at chapter meetings and events.
- Ensure all guests/members are provided with name badges and program information for easier introductions.
- Encourage networking and participation amongst all members.
- Encourage participation of members on committees and at special events.
- Record minutes of all board and chapter meetings and events to be disseminated to entire SJV Chapter membership.
- Provide chapter officers slate and elected officer's roster.

**Strategic Planning:**

- Write each year's plan
- Update chapter on plan's achievements and opportunities throughout the year.
- Encourage participation of members on committees and special events.
- Write year end chapter review.