

# ASIS International 2014 Strategic Plan Chapter Implementation Plan

Chapter: #031    Region: 5B



**ASIS International Vision:**

Be the recognized leader advancing security worldwide.

**ASIS International Mission:**

Promote excellence and leadership in the security management profession.

**Action:**

RVP Group and Chapters will implement the Strategic Plan through the following goals:

**GOAL 1: Retain, Grow and Diversify**

- 1.1 Retain 80% retention of existing members
- 1.2 Increase new members by 5%
- 1.3 Recruit at least five new members
- 1.4 Mentor two new members as volunteers
- 1.5 Host event for Young Professionals and Woman in Security

**Chapter Implementation Plan:**

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| <ul style="list-style-type: none"><li>1.1.1 Send email to expiring members prior to Feb. 28<sup>th</sup> expiration date</li><li>1.1.2 Review new member list early March and contact members that have lapsed</li><li>1.1.3 Create more value by developing the working groups</li><br/><li>1.2.1 Build stronger relationships with local colleges</li><li>1.2.2 Encourage non-member colleagues to join</li><li>1.2.3 Host more social events</li><br/><li>1.3.1 Hold Chapter competition - member to get the most new members</li><li>1.3.2 Sponsor first time attendees to encourage members to invite prospective members to events</li><br/><li>1.4.1 New Volunteer - Young Professionals Liaison - Kelly Argoe</li><li>1.4.2 New Volunteer - Woman in Security - Lil Burroughs</li><li>1.4.3 Fill vacant Committee Chair positions with new members or quiescent members</li><br/><li>1.5.1 Young Professionals - Fun Runs, Networking Hours, and Regional Networking</li><li>1.5.2 Woman in Security - Networking Hours</li></ul> |
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## **GOAL 2: Advance Knowledge and Opportunity**

- 2.1 Survey member needs
- 2.2 Hold activities to strengthen ASIS and transfer knowledge
- 2.3 Support the ASIS Foundation with at least \$1.00 per member
- 2.4 Participate in one of four Chapter Awards programs

### **Chapter Implementation Plan:**

- 2.1.1 Survey for meeting topic interests
- 2.1.2 Survey for desired type of meeting (presentation, site visit, etc.)
- 2.1.3 Survey for preferred meeting locations
- 2.1.4 Survey for ideas on new fundraising events/activities
  
- 2.2.1 Develop standard monthly meetings to meet CPE requirements
- 2.2.2 Host social events to strengthen rapport among members
- 2.2.3 Publicize local seminars (NY Expo, SecureWorld, etc.)
  
- 2.3.1 Donate \$1,000 to ASIS Foundation (this is over the suggested amount)
- 2.3.2 Submit at least one Scholarship
  
- 2.4.1 Submit “Website of the Year” by February 15
- 2.4.2 Submit “I.B. Hale Chapter of the Year” by July 1
- 2.4.3 Submit “Newsletter of the Year” by July 1
- 2.4.4 Submit “Community Service Award” by July 1

## **GOAL 3: Expand and Professionalize**

- 3.1 Encourage leaders to obtain certification
- 3.2 Create two public-private partnerships
- 3.3 Identify and utilize 1-2 ASIS subject matter experts for speaking opportunities
- 3.4 Establish five new Chapters worldwide

### **Chapter Implementation Plan:**

- 3.1.1 Host a chapter CPP review course
- 3.1.2 Host a chapter PSP review course
- 3.1.3 Publicly recognize members that achieve certification at the meetings and in the newsletter
- 3.1.4 Make certification material available at each event sign-in area
  
- 3.2.1 Review potential partnerships
- 3.2.2 Create a new Outreach Committee Chair
  
- 3.3.1 Potential ASIS Subject Matter Expert - Philip Deming
- 3.3.2 Contact local Chapter Chairs for suggested speakers
  
- 3.4 N/A