



## IPA Strategic Plan One Pager 2011-2012

### Membership Development

**Goal: Attain an annual net growth of 200 full dues paying members each fiscal year.**

*Primary Objective: Develop and implement system to personally connect with every building leader on an annual basis.*

- \*Identify and implement Region level, Field Staff, and State Office responsibilities.
- \*Develop system to meet with incentive districts in-district on an annual basis.
- \*Identify strategic conferences, meetings and groups where IPA should be present.
- \*Continue to systemize marketing and communication of services with Members and greater education community.
- \*Continue to increase and enhance presence in Ed Admin Programs.

### Member Engagement

**Goal: Attain an annual retention of 90% of members.**

*Primary Objective: Enhance Members' engagement with the Association and their peers through IPA Connect and other technological improvements*

- \*Move all electronic communication to new eGroup *IPA Direct*.
- \*Identify and build *IPA Connect* libraries with accompanying materials and resources.
- \*Explore option of creating and automatically subscribing Members to Region Committees on *IPA Connect*.
- \*Field Coordinators develop mechanisms for timely communication with Region leadership.
- \*Continue to implement strategies to improve IPA data quality and data reporting between Region and State leadership.

### Professional Development

**Goal: Attain 300 hundred Ed Leaders Network subscribers in Illinois and 1000 Ed Leaders Network subscribers in our affiliate states.**

*Primary Objective: Develop, market and implement the Ed Leaders Network in cooperation with the IPA's affiliate state partners.*

- \*Maintain system for the development and maintenance of ELN content.
- \*Continue to develop and implement appropriate ELN marketing and branding tools.
- \*Maintain internal and state affiliate administrative systems.
- \*Send out regular IPA website "tip of the week" so members learn about available web resources.

### Advocacy

**Goal: Attain legislator attendance for at least one event in each IPA Region.**

*Primary Objective: Study and enhance make-up and work of the IPA Legislative Committee.*

- \*Assist IPA Regions with coordinating legislator visits/presentations at Region meetings and events.
- \*Review and revise the IPA Platform statement.
- \*Consider having a legislator(s) keynote at the 2012 IPA Fall Conference.
- \*Re-establish and redefine the role of the IPA Legislative Committee.

### Finances and Resources

**Goal: Grow IPA reserves 3% annually.**

*Primary Objective: Analyze systems, data and budget to identify areas for improved efficiency and services that should be enhanced or ended.*

- \*Develop appropriate data systems to determine IPA program effectiveness.
- \*Target and reach out to potential sponsors.
- \*Review and revise systems for securing exhibitors.