

## Gateway Chapter of Florida Certified Public Managers 2018 Action Plan

Mission: to foster and maintain high professional and ethical standards in the practice of public management and to further the professional growth of the Gateway CPM members

No.	Goals	Objectives	Strategies	Tasks
1	<ul style="list-style-type: none"> <li>• Build Gateway CPM membership and improve visibility of the brand.</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage participation in monthly meetings.</li> <li>• Publish and distribute Gateway CPM newsletter.</li> <li>• Make Gateway CPM more visible by promoting the chapter efforts through the monthly newsletter, social media, and word of mouth.</li> </ul>	<ul style="list-style-type: none"> <li>• Create a process for compiling a newsletter for our new Chapter</li> <li>• Develop fiscal plan for 2018.</li> <li>• Develop messaging (verbiage) to promote Gateway CPM.</li> </ul>	<ul style="list-style-type: none"> <li>• Send monthly meeting announcements to all membership and interested parties including current and past members.</li> <li>• Determine newsletter content submission deadlines.</li> <li>• Verify and document process to review and finalize newsletter.</li> <li>• Finalize 2018 budget.</li> <li>• Set 2018 fundraising goal(s) include monitoring and reporting to membership.</li> <li>• Solicit input from members to identify potential fundraising opportunities.</li> <li>• Update brochure and one-page handout of benefits of Gateway CPM and Gateway CPM membership.</li> </ul>
2	<ul style="list-style-type: none"> <li>• Progressively improve attendance at monthly lunch meetings to reflect the significant number of alumni in the Gateway CPM chapter area.</li> </ul>	<ul style="list-style-type: none"> <li>• Build and encourage attendance at monthly meetings.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase outreach and communication to CPM students in Levels 4-7, Gateway CPM Chapter members, and area alumni.</li> <li>• Identify efforts to increase membership and member involvement.</li> </ul>	<ul style="list-style-type: none"> <li>• Recruit Gateway CPM members to attend Levels 4-7 CPM classes and the annual CPM graduation to discuss the benefits of joining the Gateway CPM alumni association.</li> <li>• Engage members to develop and implement strategies to increase attendance at monthly lunch meetings.</li> <li>• Promote MOBO (Meet One, Bring One) concept by using slogan in meeting notices and other announcements that will encourage members to bring a guest.</li> <li>• Solicit members to serve on all standing committees.</li> <li>• Use social media to improve communication between the Chapter and membership</li> </ul>