

STRATEGIC PLAN
for the
MAINE CHAPTER CSI

Adopted
October 1, 2002

PREAMBLE TO THE PLAN

Chapter Purpose:

- Quality programs and seminars with Continuing Education Credits
- Increase member participation
- Increase funding for meaningful programs
- Promote employer appreciation
- Promote member recognition
- Promote multi-member Committees
- Promote leadership training for officers, directors and chairmen
- Increase membership
- Maintain a Chapter website
- Improve internal and Industry communication
- Expand our Industry community (with an outreach to AIA, ACM, MIDA, etc.)

Membership Benefits:

- Quality programs
- Fellowship / Networking
- Education
- Certification
- Discounts on literature and programs
- Advertising / Promotion
- Mentoring opportunities

MAINE CHAPTER CSI STRATEGIC PLAN

VISION

The Maine Chapter will be recognized state wide as the preeminent resource for information exchange and education within the Construction Industry.

MISSION

To support and elevate professionalism within the Construction Industry, through education, certification, information, fellowship, and membership involvement.

GOALS

1. Educate the Industry by providing quality programs, seminars, and exchange of information.
2. Promote membership and involvement to benefit our Industry.
3. Promote and support professional certification and lifelong learning.
4. Provide for an environment that supports fellowship and networking.

GOAL # 1: EDUCATE THE INDUSTRY BY PROVIDING QUALITY PROGRAMS, SEMINARS, AND EXCHANGE OF INFORMATION.

Objective #1: Provide quality programs

- Strategy #1 Survey the membership
- Strategy #2 Seek technically oriented content
- Strategy #3 Configure program content to reflect membership disciplines
- Strategy #4 Utilize product representatives as a resource for ideas
- Strategy #5 Coordinate tabletop displays at programs

Objective #2: Develop procedures for organizing programs and seminars

- Strategy #1 Use administrative guidelines to coordinate the process
- Strategy #2 Inform membership through timely communications
- Strategy #3 Setup prearranged meeting locations to insure solvency
- Strategy #4 Plan programs 4 months ahead
- Strategy #5 Plan seminars 6 months ahead

Objective #3: Continue to enhance the Chapter website

- Strategy #1 Membership list and profile information
- Strategy #2 Continue to develop content of newsletter
- Strategy #3 Develop links to supporting companies and organizations
- Strategy #4 Develop an archive of past programs, synopses, topics, speakers, company products, and highlights
- Strategy #5 Develop a Maine Construction Industry "Chat Room"

GOAL #2: PROMOTE MEMBERSHIP AND INVOLVEMENT TO BENEFIT OUR INDUSTRY.

Objective #1: Increase membership 5% per year

- Strategy #1 Active members should solicit one potential member per year
- Strategy #2 Solicit employers for membership support
- Strategy #3 Employer recognition and appreciation for member support
- Strategy #4 Solicitation of Industry organizations
- Strategy #5 Promote CSI Awareness
- Strategy #6 Promote student involvement and "Student Affiliates"

Objective #2: Encourage membership involvement

- Strategy #1 Personal Invitation
- Strategy #2 Hospitality / Introductions
- Strategy #3 New Member orientation
- Strategy #4 Committee Chairs solicit member support
- Strategy #5 Mentoring

Objective #3: Retention of existing members

Strategy #1 Promote membership benefits and value

Strategy #2 Recognize members who deserve recognition

Strategy #3 Offer Chapter member discounts

Strategy #4 Invite unaffiliated members to join the Chapter

Strategy #5 Provide for "Special Events" as well as programs

Objective #4: Improve administration and leadership

Strategy #1 Create a guide of standard operating procedures

Strategy #2 Take advantage of Region and Institute training

Strategy #3 Provide for Board and member orientation

Strategy #4 Restructure committee format

Strategy #5 Improve internal Chapter communications

GOAL #3: PROMOTE AND SUPPORT PROFESSIONAL CERTIFICATION AND LIFELONG LEARNING

Objective #1: Increase the awareness of Certification

Strategy #1 Advertise

Strategy #2 Certification Recognition

Objective #2: Promote the benefits of Certification

Strategy #1 Chapter solicitation of non-certified members

Strategy #2 Company solicitation

Objective #3: Increase Chapter Certification

Strategy #1 Provide proctors and locations for the annual exam

Strategy #2 Provide study group-instructors

Strategy #3 Encourage and support private study

Objective #4: Maintaining Certification

Strategy #1 Provide program certificates for Continuing Education Units

GOAL #4: PROVIDE FOR AN ENVIRONMENT THAT SUPPORTS FELLOWSHIP AND NETWORKING

Objective #1: Provide for a Chapter "meeting host"

Strategy #1 Welcome visitors, new members, and speakers

Strategy #2 Facilitate introductions and networking

Strategy #3 Officers and Directors should make members and guests welcome

Objective #2: Be socially interactive

Strategy #1 Promote meeting attendance

Strategy #2 Encourage wearing the CSI pin

Strategy #3 Provide for additional social functions

Strategy #4 Support Region Conference participation
Strategy #5 Support Institute training and orientation

Objective #3: Promote mentoring

Strategy #1 Conduct an "Annual Mentor Program"

Strategy #2 Educate members on the mentoring process

Strategy #3 Encourage and support the mentoring process

Strategic Plan Maintenance

The Maine Chapter Board is responsible and accountable for managing an ongoing strategic planning process. This process involves periodic review, modification and updating of our goals and strategies to remain relevant to the Industry and the benefit of our membership.

End of Strategic Plan