



Strategic Map 2017 – 2019

The PCMA Capital Chapter Strategic Map sets the vision for the Chapter for the next three years. This Strategic Map is a living document. Over the course of the next three years, the Board of Directors will assess the goals, as well as the strategies and tactics set forth to achieve those goals. The Board of Directors may from time to time adjust the Strategic Map to address changes in the environment to ensure the success and sustainability of the Chapter.

Mission of the Chapter

The mission of the PCMA Capital Chapter is to be the leading organization for meetings and events professionals by delivering superior and innovative education, connecting members of the community, and promoting the value of professional convention management.

Vision

To be the leading community of choice for education and thought leadership among meetings and events industry professionals in the greater Washington, DC, region and be an advocate for the promotion of meetings and events management within the industry and the general public.

Prior - To be the professional association of choice for the Convention and Meeting Industry in the Washington, D.C. region.

PCMA Capital Chapter Core Values

The Chapter promotes the following core values and strives to incorporate them at all levels.

Advocacy

Build and promote industry awareness and the value of meetings and events.

Connection

Form quality relationships for personal and professional growth.

Education

Develop leaders and inspiring innovators through relevant and premier knowledge based education and training.

Inclusivity and Diversity

Foster an environment that celebrates the differences and commonalities within our industry.

Leadership and Career Development

Develop present and future leaders through mentoring, engagement, education, and experiences.

Member Focused

Deliver premier comprehensive services, such as mentoring, resources, education, and networking for the highest concentration of meeting industry

professionals in the country, with a focus on membership retention and growth (not sure this is a core value or a 'business strategy')

Volunteer Engagement

Provide an opportunity for members to contribute, engage, and develop personally and professionally while serving our internal and external communities.

Goals, 3-Year Success Visions, and 12-Month Milestones

Goal Area: Advocacy

Definition: Create awareness, promotion, and a call to action inside and outside our industry

3-Year Success Vision: Monitor issues; disseminate information to chapter members; provide education about advocacy and initiatives that affect the industry

12-Month Priority Milestones

1. Continue monthly update in Chatter (Advocacy Corner)
2. Explore partnership with IAEE Exhibitions Day, fully finding ways we can be stronger together
3. GMID Goals
 - Increase attendance
 - Complementary/deeply discounted for planner to bring c-suite or gov. relations representative or non-industry colleague
4. Curate educational content to teach individuals how to write members of congress, influence government (template letters), etc.
5. Write 1-3 op-ed about industry to be distributed to non-industry media outlets
6. Utilize social media to disseminate information/educate on issues

Goal Area: Quality Education & Professional Development

Definition: To provide quality education and professional development that adds relevance by addressing industry and professional issues while utilizing in-industry and external educators for all learning stages

3-Year Success Vision: First source for all educational resources, industry information and networking opportunities

12-Month Priority Milestones

1. Increase in survey/response/satisfaction scores with more definition around rankings
2. Archive educational content to serve as ongoing resource
3. Budget for venue stipends to pre-plan educational and event calendar

4. Create annual content/curriculum roadmap for upcoming year
5. Create chapter app for content and connection
6. Communicate relevant information about the industry to our members

Goal Area: Membership Engagement & Growth

Definition: As members are the core of the existence of the chapter it is vital to recruit, retain, and engage at all levels.

3-Year Success Goals:

1. Deliver services that encourage engagement and participation at the chapter level
2. Achieve an annual 80% retention rate
3. Increase membership by 3%
4. Provide an environment of thriving inclusivity
5. Provide customized solutions for member services to meet all needs

12-Month Priority Milestones

1. Work on formal newcomer welcome program
 - self-select first time "check box" on registration
 - newcomer pre-assigned to ambassador for specific meeting
2. Define and communicate membership services and programs (side #1) and volunteer opportunities (side #2)
3. Increase membership by 1/3 of 3% progressively over a 3-year time span
4. Achieve a minimum of 80% retention
5. Create innovative, engaging programs, that encourage participation at all levels such as mentoring, opportunities to write for the Chatter, shadowing programs, internship programs

Goal Area: Volunteer Engagement

Definition: Maximize level of membership engagement in volunteer activity

3-Year Success Vision: Create and document the chapter leadership and committee structure to foster volunteer engagement and ownership

12-Month Priority Milestones:

1. Survey to membership on reasons why or why not you would volunteer and what it would take to activate your membership
2. Volunteer handbook/roadmap creation and use
3. Reevaluate chapter portal
4. Assess the current organizational structure to make sure it is the right one to meet our goals and advance our mission
5. Video thank you to volunteers