

EPSHRM  
STRATEGIC PLAN

2017

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MISSION, VISION AND VALUES

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**MISSION**

To provide and facilitate opportunities to achieve professional growth through development, networking and collaboration for advancement, supporting our members and our diverse community.

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**VISION**

The vision of our chapter is to build partnerships with our members and local community by offering leadership resources, continuous improvement, guidance and expertise in the human resources management field.

**VALUES**

Values are statements about how we treat each other and our customers in the accomplishment of our work. Our values guide our actions as we move forward.

Inclusion

Inspire

Integrity

EPSHRM STRATEGIC PLAN - 2017

GOALS

1. TRAINING AND DEVELOPMENT

Action Plan: Provide meaningful and educational training for professional development by having 1-2 strategic workshops, a separate workshop via morning or afternoon at a different venue in 2017 and thereafter, and develop a potential mentorship program for 2018.

2. PROFESSIONAL SOCIAL NETWORKING

Action Plan: To foster professional relationships by engaging 10% of current membership and 1% growth each year thereafter through networking opportunities.

Action Steps to Goal:

* Develop Survey for ideas (i.e. Coffee HR, Walk and Talk HR, Bring a friend Social)
* Calendar of Quarterly Events
* Seek out Sponsors
* Seek out Venues

3. COMMUNICATION

Action Plan: To provide effective communication through membership engagement, social media awareness and Quarterly Newsletters.

* Annual Survey by mid-year that will highlight how EPSHRM members would like to receive their communication.
* Provide certificates and upload presentations within 2 weeks.
* Social Media updates weekly (i.e. tips, spotlight a member, and event awareness)
* Social Media responses within 48 hours
* Email Notifications Monthly
* Quarterly Newsletter

Actions Steps to Goal:

* Establish a marketing team to include a social media coordinator and newsletter/email editor. Responsibility: Communications Directgor, Completion Date: 2018
* Annual Survey, Completion Date: 2018

4. MEMBERSHIP

Action Plan: To increase our local and national membership by 5 members in year one and each year thereafter through chapter awareness, community awareness and continued member engagement. Also reduce attrition in year one 2017 and thereafter by 3 members.

Action Steps to Goal:

* use the at large membership list through SHRM
* hand written or personal phone calls to prior members
* bring a professional friend to our socials

OVERVIEW OF BOARD PRIORITIES

**MEMBERSHIP**  
To recruit and retain SHRM members to ensure a 51%+ participation that will assist in the EPSHRM chapter achieving Super Star status and maintaining SHRM affiliation.

**COMMUNITY RELATIONS**  
To engage the EPSHRM membership and connect with outside organizations and agencies that will enhance our image in the El Paso community.

**WORKFORCE READINESS**  
To work with various organizations to include our youth, the military and people with disabilities, and to assist with resume assistance and other employment preparation opportunities.

**COMMUNICATIONS**  
To strengthen EPSHRM’s appearance in the El Paso community through update of our new website, social media awareness through Facebook, Instagram, Snap Chat, Twitter and LinkedIn.

**COLLEGE RELATIONS**  
To reinforce our collaborative efforts with our student chapters and invest in the upcoming HR professionals via professional growth and development opportunities.

MEMBERSHIP

Goals:

1. Maintain SHRM membership level at or above 51%.
2. Transition the manual membership database to the Wild Apricot software for efficient administration.
3. Add pictures for 20% of our membership. 20% is roughly 40 people, I think I can make it happen.
4. - Attend 2-3 events to help boost membership (ex: career fairs).
5. - Come up with some sort of partnership with EPSHRM and ADP to boost membership.
6. Create badges for our membership

COMMUNITY RELATIONS

Goals:

1. Obtain 1-2 sponsors to contribute toward EPSHRM Chapter.
2. Attend Chamber of Commerce meetings and help increase community awareness on SHRM initiatives. Promote and increase member participation in monthly meetings.
3. Partner with VP of Programs on ideas for June Membership Appreciation (i.e. EP Chihuahua's, Socials, Picnic, etc)

WORKFORCE READINESS

Goals:

1. Collaborate with the CAFV to help promote, engage and connect CAFV members with their 2017 goals.
2. Collaborate with the El Paso workforce, high schools, colleges, UTEP, EPCC, University of Phoenix, VA and professional development schools in a team effort to help the new workforce obtain better resume and interviewing skills.
3. Partner with local Chambers of Commerce in an effort to provide monthly or quarterly classes that can be available for current and future employees for Chamber Member employers.

PROGRAMS

Goals:

1. Create and complete program line up by Q1 2017
2. Bring 2 Strategic Workshop (1 or 4 hour) for our membership.
3. Partner with Community Relations on ideas for June Membership Appreciation (i.e. EP Chihuahua's, Socials, Picnic, etc)

COMMUNICATIONS

Goals:

1. Create Coffee Talk Discussions on our website and social media outlets.
2. Use social media to include facebook, twitter and linked in, to enhance the communication with our community members.
   1. To provide more variety of channels of communication and feedback to our members, an increase in posts, alerts, event notifications, etc.
3. Ensure the [www.epshrm.org](http://www.epshrm.org) website is updated and current at all times.
   1. To enhance the usage and familiarity with wild apricot in this transition from the "old site", in order to share more insightful learning's and announcements to the website's viewers.

COLLEGE RELATIONS

Goals:

1. Work with the UTEP-SHRM chapter to update their bylaws.
2. Transition UTEP-SHRM chapter from inactive to active status.
3. Recruit new student members

CERTIFICATION

Goals:

1. Assist EPSHRM members to obtain HRCI and/or SHRM certification in 2017.
2. Assist the chapter create a mentoring program and tie it into certification.

DIVERSITY

Goals:

1. To educate the membership regarding a different diversity topic at each meeting.
   1. Create a statistic with all employers that are part of EPSHRM, to capture the % of diversity within the workforce, and update once a year.
2. To connect EPSHRM and the community by celebrating Diversity at a community event.
3. Invite a speaker who can talk about Diversity (1 hr.), and give 1.0 credit if possible

GOVERNMENTAL AFFAIRS

Goals:

1. In partnership with Kemp Smith and Scott Hulse, assemble 2 legal seminars for EPSHRM members.

However, this year, I would like to make the sessions more interactive, meaning that member surveys will be sent prior and after each session. This will allow a better real time feedback to relay to our presenters and enhance in areas of opportunity.

2. Increased partnership with local Government officials/entities that will assist EPSHRM in increased visibility. In order to continue our goal in making EPSHRM a flagship example, I would like to contact and collaborate with local officials i.e. City Council and politicians that may attend a meeting or perhaps assist in a volunteer event.

TREASURER

Goals:

1. Track financials through our new Wild Apricot website.

2. Follow-up on member reimbursements, outstanding bills, etc.

3. Advise President 30 days before our corporate sponsors renewals are due. This will allow the president to send a renewal email in a timely manner.

SHRM FOUNDATION

Goals:

1. Create awareness and educate the EPSHRM chapter about the SHRM foundation’s purpose.
2. Increase the EPSHRM contribution to the SHRM foundation to $8,000 by September 30, 2017.
3. Create a community event that will help raise funds for the SHRM Foundation.

SECRETARY

1. Create calendar invites for our Strategic and Executive Board meetings.
2. Submit monthly TXSHRM article before or on the 10th of each month.
3. Take meeting minutes for all monthly and board meetings.