

LANCASTER COUNTY ASSOCIATION

FOR HUMAN RESOURCE MANAGEMENT

Strategic Planning 2010-2012

Our Mission:

The mission of the Lancaster County Association of Human Resources Management is to support the needs of its members by:

- *Informing* them of human resources issues,
- *Affirming* their efforts through networking and relationship building,
- *Developing* their skills and knowledge to add value to their organizations, and
- *Promoting* the Association and the human resources profession.

Strategic Thrust #1: Member Engagement/Involvement

In order to continue to move LCAHRM forward, achieve chapter initiatives, and grow future chapter leaders, we will need to more fully involve our members. We will provide more recognition of members in appreciation of their achievements and efforts. We will seek to understand our retention statistics and maintain or improve upon those levels. LCAHRM will maximize technology to better communicate to our current members and understand their interests and needs. Through technology, the LCAHRM will offer new services and programs to engage members and allow them to collaborate with one another.

Goal #1: Achieve “mega chapter” status as a SHRM affiliate by increasing chapter membership to 500 or more members within three years.

Goal #2: Increase to 75% the amount of LCAHRM members who are also SHRM members within three years.

Goal #3: Utilize company directories and email lists to recruit new members from Lancaster County businesses over the next three years.

Goal #4: Better identify needs and interests of key member segments, including students and senior member, to increase attendance at programs, seminars and on committees.

Strategic Thrust #2: Financial Stewardship

We will build revenue in new and creative ways while simultaneously increasing financial awareness and responsibility of all Association members. Through revenue growth and wise investment planning, we will be able to offer a greater variety of resources, programs and other Chapter activities that will benefit all members. LCAHRM will develop and maintain its financial information through leading software in order to take a proactive, 'real-time' approach to its finances, while monitoring and enhancing its revenue streams.

Goal #1: Develop a guideline for Board-designated reserves.

Goal #2: Enhance financial practices that build unique revenue streams in order to support ongoing Chapter activities and new initiatives.

Strategic Thrust #3: Marketing/Promotion

The LCAHRM is the greatest repository of human resource talent in our area, but is little acknowledged or utilized as such outside the Chapter itself. The Association will intentionally address this lack by developing a comprehensive marketing/promotion plan to build recognition of our expertise and leadership within our communities, recruit and retain members, persuade employers of the return on investment provided by their employees' participation in the Association, and underscore the distinction of the human resource profession. LCAHRM will utilize technology to promote itself to external organizations, businesses, and other associations, leveraging television, print media and the web to build recognition of the organization's expertise.

Goal #1: Develop an externally focused marketing plan for promoting the Association and the human resource profession.

Strategic Thrust #4: Community Outreach

We will proactively and intentionally reach out to the community to establish human resource professionals as strategic business leaders and, at the same time, promote the Association. We will be a leader in collaborating with Lancaster County businesses, political organizations and other entities in areas where we add value with our skills, knowledge and experience around the human resource body of knowledge. Through these efforts, our members will have new experiences and the community will benefit from a more prepared and knowledgeable workforce.

Goal #1: Develop one collaborate, partnership activity per year.

Goal #2: Maintain or enhance LCAHRM's charitable initiatives in the community.

Goal #3: Promote the benefits provided by the SHRM Foundation and encourage individual Foundation support.

Strategic Thrust #5: Diversity

The Association will be intentional about exploring ways to improve the diversity within our organization. Diversity will take on many meanings for LCAHRM including, but not limited to; demographics, industry, organization size, membership category, and experience level. It will develop a plan to understand our current membership make up and to broaden our outreach to the community. The Association will support diversity initiatives within the community and will include programs in its own member education to promote diversity.

Goal #1: Develop an externally focused plan for promoting the Association and attracting a new and diverse membership group.

Goal #2: Design at least one activity per year to include a diversity-oriented topic and discussion.

February 2, 2010