



Northwest Arkansas Chapter

THREE YEAR PLAN 2014-2015

Vision, Mission, and Goals:

The Northwest Arkansas Chapter of APICS will be recognized as the foremost professional provider of knowledge and education for operations management within the Chapter's area of influence by both its internal (members) and external (manufacturing and service industry) customers and non-members by enhancing their lifelong learning options. Further, the Chapter will create compelling reasons which attract a high level of participation in Chapter offerings and activities by members and non-members.

The mission of the Chapter is to represent APICS throughout the Northwest Arkansas region by supporting area members and organizations, creating a community of learning to enhance knowledge and skills that will deliver competitive success to sustain a regional and global economy.

Over the next three years, the Chapter will raise awareness of the APICS global community in our local area as well as specifically raise the value of APICS Northwest Arkansas Chapter membership. This will be achieved by increasing certification course offerings, improving new member recruitment strategies, and establishing stronger ties to local companies.

Chapter Administration Objectives

Achieve and maintain Gold C-BAR status.

Implement and maintain StarChapter.

Hold an annual election for Board positions.

Hold a formal hand-off meeting for chapter board positions each year to become familiar with the chapter leadership handbooks; review materials received from APICS Headquarters monthly and disseminated via the Volunteer Resources section of the website.

Build a following in the Fort Smith area of our membership with inclusion in our education and PDM plans.

Maintain accurate financial records and meet all legally required deadlines for reporting.

Create, maintain and update a budget for each area and report on progress.

Complete all APICS required reporting by the deadlines (CPA, CBAR, etc.)

Education Objectives

Maintain a positive cash flow of expenses and income for Education with any profits going towards student scholarships, contest awards, etc.

Partner with the University of Arkansas, SynergyTech, NWAAC and other institutions to expand our class sizes, our offerings and attendance.

Hold a minimum of 6 PDM's each fiscal year.

Establish a student chapter in Northwest Arkansas.

Create an annual student paper competition.

Membership Objectives

Expand membership base by 10% year over year, primarily by selling APICS memberships packages with the certification courses to Northwest Arkansas companies as well as to individuals.

Send welcome letters to new members on a monthly basis.

Send reminders regarding membership expiration and certification renewal.

Reach out to individuals that have attended our events in the past but no longer attend them, as well as individuals who have not attended any events but hold a membership and/or have a certification.

Marketing and Corporate Initiatives Objectives

Promote awareness of the Chapter through public relations activities, media, and utilizing our website functions.

Establish a network for promotion of Chapter activities through social media.

Realize a 10% increase of *member* participation in Chapter activities.

Promote the value we bring to the Northwest Arkansas and Fort Smith area through dedicated resources assigned to Marketing, Public Relations and Corporate Initiatives activities.

Establish a network of corporate contacts that will be utilized in getting the word out about upcoming events and education opportunities.