

Human Resource Professionals Association Durham Chapter Strategic Planning 2011 *Draft 1 November 15, 2011*

Background

In the spring of 2011 the Board of the Human Resource Professionals Association Durham Chapter (HRPAD) identified the need to reexamine strategy. Because the chapter had worked on its last strategy development some time ago and the HRPA provincial association was undertaking their strategy review, the Board decided to undertake a strategic planning exercise. The Chapter determined they would use Deborah Starzynski Consulting Associates to facilitate the process.

Process

A small task force met with Deborah Starzynski to clarify the purpose and goal of planning and to establish the first meeting Agenda. The first planning meeting was held on May 30 2011 from 5:30 pm to 8:30 pm. The goal of this meeting was to build Board support for development of an HRPAD strategic plan; including outcomes, timelines and roles. Further the meeting was to ensure understanding of board roles and assignments for strategy development.

The Board made a commitment to ensure that the HRPA strategy development was available during our chapter's work and that the chapter strategy would be compatible with the HRPA strategy. The meeting results (details are available in the Minutes) included:

- Clarification of our reasons for doing a strategic plan and what we want to achieve including the need to provide the best value to our members and creating a stronger Chapter
- Development of a list of tasks, person responsible and timelines to accomplish as background/context for the planning
- Identification of data collection required to support the planning including responsibility and timelines

The task and data collection processes were to be completed by the middle of August 2011 and the next planning meeting was to take place in September. Actually the data collection took longer and because of member availability the next meeting was set for October 5, 2011 from 5:00 pm to 8:45 pm. The goal of this meeting was to establish a 'vision' of the desired future state and select the critical few strategic areas of focus for the next 12 – 24 months. At the meeting, the Board reviewed the results of the task and data collection to ensure this information was background for the planning and to identify trends and concerns for the Chapter. At the meeting the Board identified 10 potential strategic areas that would move the Chapter to achieve its vision for the future.

Under each area items that characterized the area or would be achievements were highlighted. Each of the 10 strategic areas was ranked based on votes received from the Board members present. Details are available in the meeting notes.

The next planning meeting to further the work on strategy was set for November 2, 2011 from 5:00 pm to 8:45 pm. The purpose was to finalize the 2-3 priority areas of focus for the next 12 – 24 months and develop high-level action plans to guide the required work. The details of the results of the meeting are available from the notes with a summary of our strategic plan provided below.

Strategic Areas

We identified 3 strategic areas of focus with a list of potential initiatives. The criteria for the selection of strategies included:

- It was within our control or influence (to make change)
- It felt important enough and makes sense for HRPAD to do or be involved in
- It linked to the HRP strategy
- It meets or in some way addresses needs that are current or emerging for the membership.

Of the three areas only the first two will have action plans and the third will be reviewed after we have made progress on accomplishing the first two see chart below.

1. **Build STRONG PARTNERSHIPS with business, industry, government and education in Region**
2. **We EMBRACE TECHNOLOGY to stay connected to our members**
3. We have innovative professional development tools and programs – we did identify intent and possible measures and indicators but no action plan at this time.

Next Steps

At Board Meeting of November 28, 2011

- a. Confirm Champion and clarify role
- b. Confirm strategic task force requirements
- c. Confirm communication to members on strategic plan and opportunities for joining strategic task forces
- d. Confirm that strategy action plans will be tracked through action logs and agenda items
- e. Ensure strategy has a problem solving focus
- f. Give champions mandate to proceed

HRPA Durham Chapter Strategic Plan 2011	
	Strategy 1: Build STRONG PARTNERSHIPS with business, industry, government and education in Region
Potential Initiatives	<ul style="list-style-type: none"> • Ideas in November 2 meeting notes
Intent	<ul style="list-style-type: none"> • Mutually Beneficial to Chapter and Region groups (per strategy (support each others initiatives)) • High involvement members • Formally representing HRPAD • Our definition of partners is more diverse that has been traditionally • Increase awareness across other segments of our value + what we do
Action Plan	<ul style="list-style-type: none"> • Form a taskforce to inventory <ul style="list-style-type: none"> ○ Partner categories ○ What exists + to what extent/status ○ Propose areas for first efforts/targets + rationale
Measures & Indicators	<ul style="list-style-type: none"> • List of partners • HRPAD members formally active within partnerships • Projects where we are formally connected • Partners approaching HRPAD involvement in projects/issues + requests • We're listed on their website & V. V.
	Strategy 2: We EMBRACE TECHNOLOGY to stay connected to our members
	<ul style="list-style-type: none"> • Ideas in November 2 meeting notes • Effective means of communication to large groups of people • Need to fulfill 'connection' to members as a membership organization • Use emerging/stay current technologies to communicate <ul style="list-style-type: none"> ○ Ease of access to information ○ Online learning, salary surveys, accessibility to students (tech) & non-reached members ○ 2 way communication ○ We are a diverse region ○ Easier to connect through better technology ○ Better data available ○ Subsets – different technology ○ Faster delivery of info etc.
	<ul style="list-style-type: none"> • Form Task Force as required • Connect to HRPAD –what is available and how they use it (what for) what resources/support they have/share • Create/recommend to board information/findings and make recommendations for resources
	<ul style="list-style-type: none"> • # of members on various streams technology • Hits + click-through • # of streams used • Participation level – tweets, posts, messages • Satisfaction survey • Water cooler blog

	<ul style="list-style-type: none"> Indicator of 'strength' of partnership – to be developed E.g. Could be sponsorship: received advertising, % of partners within industry 	<ul style="list-style-type: none"> Content of message's
Champion for Strategic Task Force	Gary Gannon	Communication Committee