

# Mid-year Strategy Meeting Notes

07/15/2023

## Introductions (presented by D. Doan)

- D. Doan welcomed the group.
- M. Gopinath, PMI CMO introduced herself. She stated that community engagement is central to marketing.

## Why are we here (presented by A. Isherwood and D. Covey)

- Presented the history of PMI and the Chapter's relationship when engaging in strategy.
- Reviewed 4.0 growth strategy rolled out by PMI in 2021: expand project management to people who don't consider themselves PM's, as exemplified through 3 strategic pillars. This aligns to Chapter's goals of increasing membership.
- Reviewed 3 pillars of strategy: broaden our reach; deepen our impact; nurture lasting relationships

## 2023 initiatives (Presentations by VPs)

- President D. Covey reviewed 2023 initiatives and how they align into PMI-LA strategy, then presented the 2023 visions. Highlighted a question for today: do we want to do a Fall 2023 PPD Day
- VP Operations/President-Elect A. Isherwood highlighted that the core of 2023 strategy revolves around company outreach. In alignment with this strategic focus, there are plans to organize a panel discussion, featuring PM leaders from top companies. This initiative aims to enrich networking avenues for PMI-LA members, enabling them to foster connections with the organizations they aspire to join in their professional journey.
- VP Finance, M. Autrey presented progress on financial initiatives. The group gave an extra thanks to her for posting monthly financial statements again.
- VP Technology, V. Madenian presented progress on technology initiatives. The central goal is enabling technology to make volunteers' work easier.

- VP of PMO & Administration, E. Brown presented progress on administration's initiative, highlighting recruiting volunteers in the area.
- Past-President S. Averbukh highlighted that they are looking for a few volunteers for three committees: nominations, scholarships, awards.
  - **Action:** S. Averbukh will write position descriptions. B. Cooke will let prospective volunteers know about them. General call for board to keep an ear out for potentially interested volunteers.
- VP Marketing & Communications is an open board position, so D. Covey presented their progress. Recommendation to consider leveraging AI to produce website/marketing content.
  - **Action:** D. Covey will bring this recommendation regarding leveraging AI to produce content to the marketing team. (contact: Kennedy – September weekly meeting)
  - **Action:** D. Covey will connect the marketing team to membership team to internally promote reporting volunteer hours. B. Cooke would like to be involved to ensure the language aligns with what the volunteer team can commit to.
  - **Discussion** regarding PMI Global's support of marketing templates/toolkits, volunteer hours logging, and other tools like social networking and Zoom.
    - Feedback on marketing toolkits: the file types may not work for all users (example, Adobe Illustrator files).
    - Feedback on new Global volunteer portal: Volunteer hours now cannot be logged the portal, so PMI LA will continue using the old volunteer management system (Better Impact) because collecting volunteer hours is important for internal chapter reporting/metrics and recognition.
    - It would be helpful to PMI Global's support of vendor contracts like social networking tools and Zoom.
- VP of Membership, N. Watanabe
  - **Discussion** regarding new member orientation and networking events.
    - Recommendation to combine new member orientation and networking events in order to host them more frequently and host them in person. This will also engage members who may have joined previously, but have not yet engaged with the chapter.
    - Consider having both options for new member orientations: in person at networking events and online.
    - Discussed creating a couple of slides for networking (and other similar events) to include basics for new members like: introduction

- of PMI LA (board, structure), volunteer opportunities, and a social impact project.
  - **Discussion** about using volunteer testimonials, potentially short videos, that could be used for 50th anniversary celebration.
- VP Career Development, J. Jackson (not present).
  - **Discussion** about evaluating topics/vendors including PMP Alternative learning options
  - **Potential learning option** on how to use PLANNER (O365) as another learning activity.
- VP Programs, D. Doan presented program's progress on initiatives to date. Noted that the 50th anniversary in 2024 will be a board initiative, not directly under Programs.
  - **Action:** D. Doan will get access to PMI Global's pre-vetted speaker list. M. Gopinath can assist.
  - **Discussion** regarding Multi-Chapter meetings (a relatively new program). This initiative has not been reciprocated by Chapters yet: PMILA has offered virtual events to other Chapter members, but the Chapters have not yet offered virtual events to our members (**exception PMI-Central Illinois hosted 1 session**). Need to consider whether this program is worth the effort going forward. Typically speakers are not reimbursed, unless they are multi chapter events because each of the chapters give \$50 towards speaker honoraria, but that still doesn't always fully reimburse the speaker fee. (**Maximum is \$300 per speaker, encouraging 6 chapters to attend – option to offset speaker fees**)
  - **Action:** D. Doan has a checklist for procuring venues that he can share.
- **Discussion** regarding board member succession planning, transition and on-boarding. Recommendation that the current VP provide a Q1 plan for the following year to help kick off the next VP's term. New board members will be elected in October, to help provide more time for transition and education. Transitioning VPs need to consider the volunteers in each of the areas to see if some of them want to change roles or areas.

### Working Lunch Exercise (Break Out Groups)

- Exercise: Each person chooses a strategic pillar they are interested in. The group aligns the list of potential 2024 initiatives to PMI's strategic pillars, and brainstorm any other potential initiatives in that pillar. Prioritize the top 3 to bring back to the group.

- From a Global perspective, the important aspect is Ensure that Chapters are holding themselves accountable to ensuring that the chosen initiatives are aligned to at least one pillar.

### Strategic Initiative Prioritization Discussion and Selection

- **Discussion** regarding PMP training opportunities, and whether it should be done through a provider or through the chapter in order to generate more money.
- Clarified the “volunteer leadership” initiative includes maintaining relationship/engagement with current volunteers while also building up volunteers to take on leadership roles.
- **Discussion** regarding the scope of outreach initiatives.
- **Discussion** regarding 50th anniversary and whether this should automatically be prioritized. Clarification that this exercise should help to sharpen on what the Chapter should spend resources on.

### Prioritized Initiative Outlining (Break Out Groups)

#### Four Prioritized Initiatives:

1. Volunteer Leadership Development
2. 50<sup>th</sup> Anniversary
3. 2023 Initiative continued: Projects for Social Impact
4. Partner with related professional nonprofit organizations

#### 1. “Volunteer Leadership Development”

**Team:** Phoebe, Barb, Stan, Nancy

#### Goals/Benefits

- Develop a volunteer initiative program
- Build future leaders
  - Sustainment and efficient of organization and program/sustainability and efficiency
  - Retention of volunteers
  - Consistent involvement
  - Engagement of volunteers- connected to leadership
  - Succession planning/leadership opportunities
  - Volunteer career raise ladder
- Improve skills

- Encourage commitment
- Promote a leadership culture
- Reputation of PMI
- Adaptability to challenges and changes

### **Key Milestones List**

- Create a project plan for the program
- Define volunteer positions and volunteer directors
- Commitment from volunteers and leadership (VPs)
- Create RACI chart
- Create Volunteer recruitment plan
- Marketing campaign for volunteers
  - Specific positions
  - Engagement of VPs
- Select and on-board volunteers
- Increase in volunteer engagement
  - Regular meetings
  - Collaboration, continuous involvement and support
- Define and Track volunteer metrics
- Incentivize volunteers
  - Volunteer recognition program
  - Appreciation events
- Program review, adjustment and improve
- Volunteer leadership development (on-going)
  - Identify potential leaders
  - Provide additional responsibilities, mentoring and leadership training
- Program closeout

### **Potential Risks to mitigate**

- Loss of volunteers/drop out
- Disengagement of volunteers/poor volunteer engagement
- Change in leadership
- Insufficient funding
- Lack of VPs support/ Ineffective leadership
- Unforeseen circumstances

### **Tactics to Achieve**

- Volunteer Engagement
- Training and development mentorship opportunities
- Potential leadership identification and assign roles

- Peer learning encouragement such as group discussions, team projects, ...
- Constructive feedback
- Connection with leaders for personal development plan

### To have in mind

- On-boarding Programs
- Exit Exams
- Quarterly meetings (between VP and volunteers)

## 2. “50<sup>th</sup> Anniversary”

**Team:** David, Svetlana, Meeta, Shannon

Outline:

- **Goals:**
  - Share our vision for future (5 years)
  - Develop Strategy for Outreach
  - Share our successes
  - Produce Celebration event in June
  - Establish PMI-LA as the official project management professional association
- **Milestones**
  - ✓ 2023
    - 08/15 Establish a 50<sup>th</sup> Anniversary Task Force
    - 09/15 Send Solicitation Letters
    - 10/01 Scope & Critical Success Factors (CSFs)
    - 10/15 Provide 3 venue options
    - 11/01 Establish Proposed Budget
    - 11/15 Confirm 5-year Plan Strategy / Vision
    - 12/01 Establish a High-Level Project Plan
      - Venue
      - Marketing
      - Speakers
  - ✓ 2024
    - 01/01 Complete Marketing Plan
    - 01/15 Document/update our successes
    - 02/01 Confirm Speakers
    - 03/01 Promote the Event
    - 06/01 50<sup>th</sup> Anniversary Celebration
- **Risks**
  - Budget Constrains
  - Resource Constrains

- Availability of speakers
- Find suitable Venue
- Keeping the momentum – dependency on PMO

### **3. “2023 Initiative continued: Projects for Social Impact”**

**Team:** Deby, Mousa, Bike, Abdulaziz

#### **Introduction:**

This report highlights the efforts and achievements of the team comprising Deby, Mousa, and Abdulaziz in working on the Empower Change: Unleashing Social Impact through Volunteering Initiative under the "Deepen Our Impact" objective. The team has assessed the current state of the initiative in 2023 and established goals for 2024, while also exploring new ideas to implement in the upcoming year.

#### **Current State of the Empower Change: Unleashing Social Impact through Volunteering Initiative (2023):**

The team engaged in extensive discussions to evaluate the progress of the Empower Change: Unleashing Social Impact through Volunteering Initiative. In 2023, the team recorded an impressive 10,000 volunteering hours, reflecting their commitment to community engagement. Additionally, they collaborated with two non-profit organizations, showcasing their dedication to deepening the impact of their initiative. However, the team also identified key challenges, with securing the necessary budget being the primary obstacle.

#### **Desired State for the Empower Change: Unleashing Social Impact through Volunteering Initiative (2024):**

In pursuit of the "Deepen Our Impact" objective, the team collectively envisioned the following goals for the Empower Change: Unleashing Social Impact through Volunteering Initiatives in 2024:

1. **Maintain 10,000 Volunteering Hours:** Building on their successful efforts in 2023, the team aims to maintain the same level of enthusiasm and dedication to contribute 10,000 volunteering hours in the upcoming year.
2. **Expand Participation in Non-Profit Organizations:** The team has set a target of engaging with eight non-profit organizations, with at least six of them being new partners. This strategic expansion is envisioned to further amplify the initiative's positive impact on the community.
3. **Increased Budget Allocation:** Recognizing the importance of adequate funding, the team has proposed a budget increase from \$5,000 to \$10,000 for 2024. This

will enable the initiative to better address its objectives and execute its proposed activities effectively.

4. **Emphasize Reporting and Accountability:** Ensuring transparency and accountability, the team has committed to maintaining high-quality reporting for all activities within the initiative. By documenting their endeavors effectively, they aim to showcase the tangible impact achieved through their efforts.

### **Future Initiatives for 2024:**

Apart from the established goals, the team brainstormed and conceived two innovative initiatives to implement in the upcoming year:

1. **Children's Education Program:** The team plans to conduct an education program aimed at promoting reading among children. This initiative aims to encourage a culture of literacy and learning, thereby positively impacting the community's intellectual growth.
2. **Environmental Conservation - Tree Planting:** As part of their role in protecting the environment, the team will undertake a tree planting campaign. While recognizing the importance of this endeavor, they also acknowledged potential challenges, such as government regulations and the ongoing responsibilities of city administration in maintaining the planted trees.

### **Conclusion:**

The team's dedication and enthusiasm in the Empower Change: Unleashing Social Impact through Volunteering Initiative have yielded impressive results in 2023, with 10,000 volunteering hours and collaborations with non-profit organizations. To deepen their impact in 2024, they have outlined ambitious goals, including expanding partnerships, securing increased funding, and ensuring comprehensive reporting. Furthermore, their commitment to implementing new initiatives, such as the Children's Education Program and the Environmental Conservation project, showcases their proactive approach to community betterment. By continuously striving for excellence, the team is well-positioned to make a lasting positive impact on the communities they serve.

### **4. “Partner with related professional nonprofit organizations”**

**Team:** Alexandra, Steven, Vick, Janet

Outline:

- Goal: Broaden our reach to professionals in related fields.
- Benefit: Increase membership. Provide more event opportunities for our members



- Measurable Outcomes: To create defined and scoped partnership agreements with 3 other related professional nonprofit associations.
- Milestones/Timeline:
  - Identify volunteers interested in supporting this initiative.
  - Create a framework for how to engage with organizations.
  - Build a list of potential target organizations.
  - Survey our membership on other similar nonprofits to collaborate with.
  - Identify first one or two organizations to target.
  - Iterate plan with an organization:
    - Create a mutual agreement on cross benefits/promotion (scope the engagement).
    - Create a cadence for benefits.
  - Execute.
- High level budget/resources required:
  - Dedicated board member overseeing the initiative (VP Outreach or other?)
  - 2 - 6 volunteers, (e.g. one assigned per potential partner organization)
  - Minimal budget
- Potential Risks
  - Does not currently have a clear alignment on the board.
  - Minimal financial risk.
  - Repetitional risk with volunteer representation of the Chapter
- Tactics:
  - Attend other organizations meetings.
  - Identify and keep a running list of potential partner organizations.
  - List of cross benefit opportunities for members (e.g. events, member communications, professional education, networking, promotion/social media).
  - Create system for how to build the relationship and a mutual exchange of benefits.

#### Group Discussion Take Aways:

- “Volunteer Leadership Development” needs to be fleshed out more.
- “50<sup>th</sup> Anniversary” needs to have a venue/date as well as securing the keynote speaker very soon. The keynote speaker may define the scope of the event, since a bigger name will draw a broader audience.
- “Projects for Social Impact” needs to consider whether long term sustainment of projects is needed, and whether it will be by the Chapter or an outside organization.
- “Partner with related professional nonprofit organization” had questions regarding whether it a well-defined enough strategic initiative. Need to re-evaluate the data to understand which types of outreach are going to provide the most value before dedicating Chapter resources to just one.

