

## 2009 SOS Submission: Sacramento 5 Year Strategic Plan



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**Chapter Name:** ASTD Sacramento  
**Chapter ID:** 8049  
**Chapter Location:** Sacramento, CA  
**Chapter Membership Size:** Medium (101-300)

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**Description of Effort:** We employed a formal structure to identify core value propositions representing our chapter members and defined an action plan for the next five years.

**Need Addressed:** Our chapter board has formerly operated on lackluster long-range goals (more like could's and should's) without the benefit of vetting through the membership or achievable objectives toward success.

**Does this effort align with your chapter mission?** Yes

**Does this effort align with ASTD's mission?** Yes

**Target Audience:** We serve the greater Sacramento business and academic audience as a resource for professional development and social connections toward individual and chapter success. We are also strengthening our affiliation with other related professional associations in the area.

**Costs/Resource Use:** No costs were incurred. Donated time was invested by a volunteer professional planner, board members, and our membership target group who approved the plan. We invited the target group to participate and provided a free chapter meeting as a thank you gift. We served food at two of these planning events at a donated office location.

**How did you implement:** A professional planner donated his time to meet with us and provide the process and structure. We met three times over 8 months to refine and vet the plan with our target group.

**What were the Outcomes?** Our finished plan includes clear goals; some of those are dependent upon others such as our new website. We achieved the transition to a new website allowing for several new features: long range event planning, more marketing opportunities, increased visibility to the area, members posting resumes, and the development of a member talent bank.

**Lessons Learned:** The development of the 5-Year plan was promoted and supported by strong chapter leadership who sponsored the drive to success. We aggressively took on the challenge of only four months to develop the website before the existing contract expired. Ideally, much more time is needed; but we felt it was the backbone of many other goals for the first year of the plan. We have luckily recruited a website volunteers who was attracted to the 5-year plan who has assisted with the development and improvements of website features.

**Specific ASTD chapter resources that helped guide you in the process of completing this best practice:** Many of the goals and priorities are best practices of other chapters. Without the benefit of the SOS, Chapter Services, ALC Conference Sessions, and ICE Chapter Leaders Day, we may not have been inspired to implement so many improvements, nor known how to articulate those into clear and achievable goals.