



PITTSBURGH HUMAN RESOURCES ASSOCIATION

2012 Business Plan

Goal 1 Expand LPD offerings to at least 3 new business communities.				
#	Objective	Owner	Resources	Keys to success
1.1	Build relationships with local and state legislators about PHRA through our advocacy	EC To Develop Mary Grasha Houpt	Social media committee New website Jeff and Mary Kate	Targeted marketing development tracks for key market segments
1.2	Create marketing committee to coordinate strategy for brand marketing efforts			Implement vehicle to hear member voices in an effort to improve services/enhance values
1.3	Create a marketing strategy campaign to increase membership and visibility			
1.4	Analyze potential markets for sponsorships, memberships, and partnerships			
1.5	Establish/strengthen relationships with college and university business schools/departments			

Goal 2 Through effective use of Social Media increase revenue by 5% year over year.				
#	Objective	Owner	Resources	Keys to success
2.1	Improve Tele-conferencing capabilities to allow more members to access call in to meet-up		Social Media BOD approval Allotted \$ Complete website	

			Approval from EC	
2.2	Target communications to student members for social media	Social Media	BOD approval Allotted \$ Complete website Approval from EC	

Goal 3 Create a marketing plan that focuses on increased membership, increased sponsorships and 3 increased partnerships				
#	Objective	Owner	Resources	Keys to success
3.1	Build relationships with local and state legislators about PHRA through our advocacy	EC To Develop Mary Grasha Haupt	Social media committee New website Jeff and Mary Kate	Targeted marketing development tracks for key market segments
3.2	Create marketing committee to coordinate strategy for brand marketing efforts			Implement vehicle to hear member voices in an effort to improve services/enhance values
3.3	Create a marketing strategy campaign to increase membership and visibility			
3.4	Analyze potential markets for sponsorships, memberships, and partnerships			
3.5	Establish/strengthen relationships with college and university business schools/departments			

Goal 4 Create a strategic technology plan to keep our organizations up to date.				
#	Objective	Owner	Resources	Keys to success
4.1	Complete Website/CMS implementation	Dan	Social Media/ Jeff and Ron	Offer a place where members can post resumes on our jobs board
4.2	Enhance technology in our PHRA training room so that we can expand educational offerings for members using technology			

Goal 7 A robust and successful plan is in place & functioning for all board and committee chair positions				
#	Objective	Owner	Resources	Keys to success
7.1	Create a succession plan for all committees/positions/staff	Nominating chair	Nominating committee and BOD	
7.2	Create a recruitment strategy to find talent in the area to be leaders in PHRA		Membership Committee	
7.3	Establish knowledge transfer process for new committee chairs, officers, and staff			

Goal 8 Create a strategic membership plan to grow membership by 5% each year				
#	Objective	Owner	Resources	Keys to success
8.1	Recruit nonprofit members and foundations as partners	Dan	VP Sponsorships Members at large	
8.2	Create a member only event once per year that is free to members	Network committee chair	Networking and membership committees	
8.3	Communicate-Enhance new member “buddy program” i.e. orientation	Membership chair	Membership and LPD committee	

GOAL other				
	Objective	Owner	Resources	
a	Develop section in new website that will handle BOD related issues (private access/paperless)	Daniel	Future Technology committee/Daniel	
b	Research possible new office locations to include training facilities	PHRA President	Executive Committee	
c	Create events to give back to local nonprofits	Networking committee chair	Networking committee	
d	Get together as a board on an event where we give back to the community		Future marketing committee	
e	Create a strategy to be a leader in community for diversity outreach	Membership/diversity chair	Diversity subcommittee	
f	Develop and learn from other SHRM chapters to leverage best practices			