



STRATEGIC PLAN 2015-2017

Mission Statement

Leading through innovation by providing opportunities and resources to progress the value of public procurement.

Vision Statement

Progressively lead and grow the organization with innovation to enhance advocacy efforts, education, networking opportunities and be the recognized leader in public procurement.

Values Statement

VAGP is the pre-eminent leader and resource for professional and progressive public procurement.

- Promotes ethical behavior;
- Fosters effective and timely communication by addressing and responding to all questions and concerns;
- Manages the association with integrity and financial responsibility; and
- Treats members, vendors, stakeholders, and other procurement professionals with utmost respect.

Primary Goals through 2017:

- Advocate best practices in public procurement.
- Build a robust technology framework in order to enhance member services and deliver them more effectively.
- Increase and retain an engaged membership.
- Enhance productivity and professionalism through leadership.
- Develop and deliver professional development opportunities to reach members in all regions at all levels of experience and expertise.

Annual action plans shall be developed by the Board of Directors to identify specific assignments and initiatives to support each goal.

SOAR Analysis Brainstorming

<p style="text-align: center;">Strengths</p> <p>Social Media (Facebook, LinkedIn, Twitter) Large Membership Diverse Background of Members Training and Education List Serve Legislative Program Budget, Extra \$, Financially Viable Experience - focus on targeting to and marketing to young professionals Network; Conferences; Relationships Website; Resources (Social Media, Newsletter) Scholarships/Awards/Career Enhancement Opportunities Member-focused Board Management Company Award Winning Association - Leaders Mentor-Protégé Program</p>	<p style="text-align: center;">Opportunities</p> <p>Vendor Conference Training (both members and vendors) More classes for Pro D (specific to UPPCC certs) More \$ for VAGP via sales of promo items Invest in online tool for members; online tracking for certificates Outreach-target college students Study Groups Build on "PQ" Conference Planning Organizations Networking Relationships with other Chapters Member Engagement/Volunteer Recruitment 1 Year free membership for VAGP Instant messaging/blogging Working outside our silos Getting more social Federal members; VGFOA Regional workshops/Representatives Reverse Trade Show Greater conference participation Legislative participation Diversity Tool Kit Young Professionals</p>
<p style="text-align: center;">Aspirations</p> <p>Increase Membership (non-member agencies, types of memberships) Better communicate or market benefits Increase low fee seminars - strategically located Increase membership volunteerism (include student members) Subsidize NIGP workshops, training Increase attendees at conferences/symposium Increase classes (variety and number) during conferences/symposiums Subsidize NIGP workshops, training Speakers Funding for members to attend NIGP Forum Presence in SW Virginia Increase Vendor opportunities (sponsorships/trainings/memberships) Collaborations with other Associations and public/private proc groups Internship Program Recognize Volunteers</p>	<p style="text-align: center;">Results</p> <p>Increased membership - 10% Increased low fee seminar participation Increased collaborative membership increased conference registrations Increased low fee course offerings/development; Partner with other management organizations Increased instructors for low fee seminars New member participation on committees, event committee Identify, target new conference sponsors, sites (goal - at least 2 years out) VAGP members in VAGP and NIGP leadership positions Refresh VAGP website (Higher Logic Tool) Increase in scholarships given</p>



2015 ACTION PLAN

VAGP’s 2015 Action Plan supports the objectives of VAGP’s 2015-2017 Strategic Plan. During the Board’s Strategic Planning Retreat in April 2014, after a SOAR Analysis, five key strategic goals were identified. Action items were specifically developed to support advancement of each goal. The overall responsibility for completion of each action item is assigned to key members of the Board of Directors and VAGP’s Management partner as indicated below. In addition to those assignments listed below, all Board members shall also be aware of specific tasks which they are responsible for as listed in the Board of Director’s Manual.

Goal 1: Advocate best practices in public procurement

Action Items	Due Date	Assigned to:
1. Send at least three emails to VAGP members identifying legislative priorities and bill status during the General Assembly Session.	1 st Quarter	Legislative Chair
2. Ensure legislative priorities and bill statuses are posted to the website.	1st Quarter	Technology Chair
3. Ensure 2015 General Assembly updates are posted to the website July 1.	3 rd Quarter	Technology Chair
4. Coordinate a legislative update session during the Spring Conference with the CAC Chair.	1 st Quarter	Legislative Chair
5. Enhance relationships with VML, VACo, and other professional associations by arranging attendance at their conference expo, offering speakers for their conferences and vice versa.	4 th Quarter	Public Relations Chair
6. Enlist a VAGP member to write a procurement related article on VAGP’s behalf for VACo’s newsletter.	2 nd Quarter	Public Relations Chair
7. Develop an IT Procurement toolbox and present to the members during the Fall Symposium.	3 rd Quarter	Technology Chair

Goal 2: Build a robust technology framework in order to enhance member services and deliver them more effectively.

Action Items	Due Date	Assigned to:
1. Develop an event form which will provide the ability for complimentary registrations to be submitted electronically.	1 st Quarter	OMG
2. Maintain an online calendar of events on the homepage to include conferences, events, Pro D seminars, Education seminars, NIGP webinars, News & Views deadlines, Board Meetings, etc. All listings shall hyperlink to additional information and registration.	Ongoing	OMG
3. Research and implement a software solution that will provide increased technological abilities for members to include contact information updates, tracking member trainings, document sharing and storage, discussion forums, etc.	1 st Quarter	Technology Chair
4. Enhance the social media policy to identify specific ways to increase involvement and notification to members (ex. post job opportunities, VA procurement related articles, purchasing month events, celebrating agencies, etc.) by the Board and by each committee.	1 st Quarter	Public Relations Chair

Goal 3: Increase and retain an engaged membership.

Action Items	Due Date	Assigned to:
1. Develop a Marketing Plan to include procedures and achievable goals aimed at improving communication of membership benefits, services and volunteer opportunities.	2 nd Quarter	Public Relations Chair
2. Send an e-blast of upcoming events and trainings to include all items on the online calendar.	Quarterly	OMG
3. Write an article for the 3 rd Quarter News & Views to highlight volunteer opportunities by committee, special projects, and NIGP. Opportunities should include both long term and short term assignments.	3 rd Quarter	Each Board Member
4. Maintain inventory of VAGP pins and two promotional items for sale and giveaways.	Ongoing	Public Relations Chair
5. Evaluate the possibility of different membership categories.	3 rd Quarter	Membership Chair
6. Participate in at least two higher education career fairs.	4 th Quarter	Membership Chair
7. Contact VAGP members from Higher Education institutions and discuss opportunities to work together to promote student membership and the profession overall.	2 nd Quarter	Membership Chair

Goal 4: Enhance productivity and professionalism through leadership.

Action Items	Due Date	Assigned to:
1. Develop and implement a volunteer recognition program.	2 nd Quarter	At-Large Member
2. Develop an internship program by partnering with higher education institutions, community colleges, business schools, and public entities throughout the state.	4 th Quarter	Ad-Hoc Committee Chair
3. Implement “Regional Champions” initiative by having a person designated for each of the five regions to begin regional procurement groups, workshops, networking opportunities, and/or certification study groups.	4 th Quarter	At-Large Member
4. Send a congratulatory email to all new UPPCC certificants and invite them to apply for the Certification Scholarship.	1 st and 3 rd Quarters	President
5. Send an email to all student members encouraging them to apply for the Young Professionals Scholarship.	2 nd Quarter	President
6. Update the Diversity Committee’s roles and responsibilities in the Board of Director’s Manual to provide more detail on the work and goals of the committee.	1 st Quarter	Diversity Chair
7. Schedule one legislative representative to participate in the VAGP Fall Conference.	3 rd Quarter	Legislative Chair
8. Provide updates to the Diversity Toolkit.	Ongoing	Diversity Chair
9. Recruit at least three new protégés for the Mentor-Protégé Program	4 th Quarter	At-Large Member
10. Enhance relationship with NIGP and express VAGP’s interest in participating in pilot programs and new chapter initiatives.	1 st Quarter	President

Goal 5: Develop and deliver professional development opportunities to reach members in all regions at all levels of experience and expertise.

Action Items	Due Date	Assigned to:
1. Increase base of instructors by three and have each determine a course topic they would like to develop for a new low fee seminar.	4th Quarter	Professional Development Chair
2. Create an email template to be used after Pro D seminars to include satisfaction survey and electronic certificate to be sent to each attendee.	1 st Quarter	Professional Development Chair
3. Evaluate VAGP's Spring Conference and Vendor Expo, Fall Symposium, and Reverse Trade Show. Provide creative solutions to increase revenue and participation, recommendations for the best way to structure the committee, and potential ways to privatize certain components of event planning and program development.	2 nd Quarter	Ad-Hoc Committee Chair
4. Determine the feasibility of partnering with NIGP to schedule an NIGP webinar in conjunction with either the Spring Conference or Fall Symposium.	4 th Quarter	CAC Chair
5. Offer opportunity for sponsorship vendors to present a session covering a procurement related topic during the Vendor Expo.	1 st Quarter	CAC Chair
6. Work with NIGP to resolve registration issues for sponsors to ensure any complimentary registrations are billed at the early bird rate regardless of when the minimum is met.	1 st Quarter	Education Chair
7. Develop a relationship with VIP to determine what VAGP can do to support the state's certification program (VCO and VCA).	2 nd Quarter	Professional Development Chair