

Wisconsin/Upper Michigan NKBA Chapter Strategic Plan Revised 3-16-11

Mission Statement:

The Mission of the Wisconsin/Upper Michigan Chapter of the NKBA is to enhance member success & excellence, promote professionalism & ethical business practices and to provide leadership & direction for the kitchen and bath industry.

Vision:

To be a valuable resource for all members through regular chapter and regional meetings that increase our professionalism creating high demand among consumers in our communities and are a benefit to all industry segments.

Goals and Objectives:

1) Design Competition:

- a) Maintain an active Committee
 - i) Establish a time line
 - i) maintain the entry deadline to end of June/beginning of July
 - ii) Market Competition
 - i) More recognition
 - ii) Magazine exposure --press kit to be provided
 - iii) Direct mail to members and designers
 - iv) Personal Contact
 - iii) Establish Rules & Criteria, arrange for Judges, and all necessary activities
 - iv) Keep board apprised of progress
- b) Market Competition Increase # of entries each year
 - i) Action items to help achieve this goal
 - (a) Create opportunities for members to get together and discuss entries. Those who have previously entered may be willing to share and those who are new to the competition will be more comfortable thus more likely to enter. Hold this 1 hour before Chapter meeting
- c) Solicit Sponsorships
 - i) Board concerned about being able to rely on current sponsors in the current economic conditions
 - ii) Maintain sponsorships from year to year
 - iii) Increase sponsorships each year
 - iv) Potential sponsors should be contacted before the end of the previous year

- v) Gala location to be announced a year in advance
- d) Hold annual post gala review
 - i) Gala falls under the Programming VP
 - ii) Increase attendance at Gala
 - i) Special Location- we want to be cautious about the budget
 - ii) Recognize newly certified members at Gala. Also recognize membership anniversaries and other special recognizable events
 - iii) Do a weekend event that culminates in the design competition awards
 - (a) It could include a weekend full of CEUs
 - iv) Can we get a consumer show together as part of the weekend
 - v) Invite allied professions i.e.: ASID, AIA

2) Increase Consumer Awareness and Value for the NKBA Trust mark:

- a) The board will advertise and promote the professionalism of the NKBA trust mark; and encourage the members to use it.
 - i) Help member firms use NKBA logo's
 - i) Table top display of examples at chapter meetings
 - ii) Showrooms, contracts, business cards, advertising
 - ii) Co-ordinate regional advertising-Long Term Goal
 - i) We don't fund to accomplish this
 - ii) Continue to send message to national that we need more funding to execute goals
 - iii) Encourage the use NKBA forms
 - iv) Use NKBA banner at chapter meetings
 - i) Ensure this is at every meeting
 - v) Educate Certified Members on the use of credentials
 - i) At each Chapter meeting have message to the members about how to use the trustmark
 - ii) At chapter meetings have members introduce themselves with their certification credentials
 - vi) Encourage members to display plaques at showrooms/shows
 - i) At meetings show plaque and have forms for ordering
 - vii) Educate and encourage use of NKBA promotional materials
- b) Have an NKBA booth at local home show
 - i) Need to look into our chapter joining NARI if we want to be in the NARI remodeling show
 - ii) Involvement would educate consumers on the NKBA
 - iii) Increased exposure would increase our value within the membership
- c) Become a community resource
 - i) Be a resource to various media and trade associations & civic organizations

- i) Ensure that when you are interviewed that your NKBA membership is part of the interview
- ii) Build on relationships with manufacturers and their representatives
- iii) Do seminars at local home shows, civic organizations and schools
 - i) Develop and maintain a library of seminar templates
 - (a) Store and provide in digital format
 - (b) Mail offering to organizations
- iv) VP of Communications is the clearing house for media contacts

3) Provide Valuable Membership Experience for all 11 Member Segments:

- a) Increase student involvement
 - i) Endorsed colleges
 - ii) Provide student job shadowing with professionals
 - iii) Send newsletters and meeting notices to design schools department heads
 - iv) Create/maintain a list of schools, including department head or contact-Lisa Nienhaus has for technical colleges
- b) Acquiring new members
 - i) National has a list of prospective members
 - ii) Members who are individuals, try to acquire their company as a member
- c) Include networking opportunities at all chapter meetings
 - i) Special welcome to new members at meetings.
 - i) In newsletter we should offer new members an opportunity to put in their picture and submit bio
 - ii) Invite new members to next chapter meeting at NO charge
 - ii) Board should network to make all feel welcome.
 - iii) Ice breakers
- d) Support professional and personal development
 - i) Promote NKBA schools within region 6
 - ii) Offer chapter meetings with valuable content
 - i) Survey at end of each chapter meeting for feedback
 - iii) Get list of newly certified members-have them recognized at chapter meetings and in the newsletter
- e) Increased involvement
 - i) Within membership
 - i) Need more people involved in activities behind the scene
 - ii) Board members should actively solicit help from membership. Be specific about what the member would need to do, helps alleviate the concern about being over-extended
 - ii) Manufacturers, reps and other professional organizations
 - i) Put together a letter
 - (a) Outline benefit of membership

- (b) Remind them that attending chapter meetings is a great way of getting their product in front of their customer
 - ii) Offer sponsorship opportunities
 - iii) Offer education opportunities
 - iv) Host/Sponsor design contest
 - v) Tours
 - vi) Table tops
 - vii) Have a meeting where we have companies offer their services to membership. Could be services like truck leasing, phone, etc.
 - f) Support and promote professional certification
 - i) Press release for newly certified members
 - ii) Study groups – Long term
 - iii) Encourage use of credentials
 - iv) Recognize newly certified members
 - v) Provide guidelines of certification criteria at meetings
 - g) Involve members from all areas of the chapter
 - i) Diversify chapter meeting locations
 - i) Add a 7th meeting and have it be in one of regional areas
 - ii) Send out request for members to join a committee
 - iii) Encourage members that have not been to a meeting in a while to come again
 - i) Recognize members anniversaries (10y, 15yr, etc) Can do this at Gala or other meeting
 - iv) Regional (with in the state) Ambassadors
 - v) Regional meetings
 - i) This was tested in Madison and Milwaukee
 - (a) Board felt that there may still be value for this
 - h) Use newsletter and website to promote some of the great but underutilized programs
 - i) Drive traffic to our website that links to NKBA national website
 - ii) Put OUR website on newsletter
 - iii) When a member promotes the NKBA put it in the newsletter
 - iv) Have pointers from the board in each newsletter
- 4) Chapter to have global E-Community:
 - a) Expand e-mail communication
 - i) Ask for E mail addresses at chapter meetings on registration
 - b) Continue website
 - i) Meeting notices/calendar of upcoming events
 - i) Regional and Chapter
 - ii) Pictures of past chapter meetings
 - ii) List of board members with email addresses
 - iii) Contact information
 - iv) Link to NKBA national website

- v) Strategic plan
- vi) Press Releases
- vii) Chat area-future
- viii) Area to post job openings, etc...-future
- ix) Newsletter
- x) Region 6 information
- xi) Sponsors/advertisers
- xii) Contact us spot
- xiii) Each new exam date and the registration deadlines.
- xiv) Link to educational opportunities
- xv) Design competitions
 - i) Our own and others

5) Establishing a sound chapter infrastructure:

- a) Assistant(s) for each position
 - i) Assistants for localized meetings
 - ii) Brief description for each assistant's position
- b) Each position needs position statement and flow process
 - i) Start with each board position having a binder on how to perform position. Electronic documents would be most hopeful.
 - ii) Use National's template for each position description ; modify as needed
- c) Training
 - i) Chapter officer training by national
 - ii) Position training by chapter board (annual transitional meeting)
 - iii) Bi-annual workshop for chapter officers in region 6
- d) Strategic Planning
 - i) Annual review
 - ii) Add Strategic Plan to the Board Meetings
- e) Financial stability
 - i) Establish budget
 - ii) Maintain a minimum balance of \$3,000.00 unless modified by board.
 - iii) Continually encourage sponsorship
 - i) Consider adding a position on the board that is focused on acquiring sponsorships
 - ii) This position would fall under the VP of Programs
 - iv) Continue Gala-- work towards lessening its financial burden.
 - v) Chapter meetings should pay for themselves or bring in money.