

**Project Plan for
Southern Minnesota (SoMN) APICS Chapter,
Marketing and Sales
(PROPOSED)**

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2009 – 2010 SoMN APICS Chapter Marketing Project Plan

Preface

The subject project's charter (see charter document titled "Project Charter for Southern Minnesota (SoMN) APICS Chapter, Marketing and Sales") was approved during the September 2009 Board of Directors (BOD) meeting. This project aims to accomplish goals and objectives outlined in the "[SOMN APICS Strategic Plan Update 2009 – 2010](#)" therefore the strategy document is one of the most important inputs to development of the following marketing plan and is included in the Appendix at the end of this document.

The BOD's intent is to create an *annual* Marketing Project Plan which is formally documented, approved by the BOD, and used to drive and measure annual marketing efforts. This document should ideally be completed and approved before the first PDM in September of each year.

This document must progress through maturity phases as the season plan is being developed. The suggested process is as follows:

1. A marketing committee works through development of the project plan. As the plan is being developed it will carry a status of DRAFT.
2. When the marketing committee has agreed to the season's marketing plan content, but before approval of the larger BOD, it will carry a status of PROPOSED.
3. The season's marketing plan is put in front of the BOD while in the PROPOSED status, and the document remains in PROPOSED status until the BOD approves the plan for the season.
4. The season's marketing plan is in FINAL status after approval of the BOD.
5. While in the FINAL status, the plan is also being executed. We expect that progressive elaboration of plan details will occur along with a variety of changes. There is a change log section, and any approved changes are entered into the change log for history purposes.

Purpose

The purpose of this project plan is to drive improvements to the weaknesses stated in the Strategic Plan, to take advantage of the opportunities identified in the strategic plan, and to mitigate risks from threats as they pertain to the scope of marketing. In addition, the purpose of this project is to meet the objectives stated under marketing in the Strategic Plan.

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Change Log

This is a running accounting of changes made to this document.

<u>Short change description</u>	<u>Approval date</u>	<u>Long change description and comments</u>
DRAFT document release on 10/01/2009	TBD	Document version reviewed by the Marketing Team.
PROPOSED document sent to BOD	11/10/2009	

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Objectives

The following objectives will be achieved by execution of this project plan.

1. Increase Professional memberships (formerly known as Individual) by greater-than-or-equal-to 1.0%, by June 2010 relative to year end (YE) 2008 numbers.
 - **ACTION:** Need to know what the numbers are for year-end 2008.
 - **Rationale:** The modest objective of +1.0 percent growth is to stop the momentum of the present downward trend in membership, and achieving this is thought to be a significant accomplishment.
2. Increase Enterprise memberships by greater-than-or-equal-to 1.0%, by June 2010 relative to year end 2008 numbers.
 - **ACTION:** Need to know what the numbers are for year-end 2008.
 - **Rationale:** The modest objective of +1.0 percent increase is to stop the momentum of the present downward trend in membership, and achieving this is thought to be a significant accomplishment.
3. Add new Professional and Enterprise memberships in geographies not previously tapped.
 - **ACTION:** Need list of specific city areas being targeted.
 - **Rationale:** The intent here is to first identify counties and cities that are a legitimate target for SoMN APICS and then to take observable actions to capture some new members in these previously untapped areas.
4. Increase Academic and/or Student memberships by greater-than-or-equal-to 1.0%, by June 2010 relative to year end 2008 numbers.
 - **ACTION:** Need to know what the numbers are for year-end 2008.
 - **Rationale:** The modest objective of +1.0 percent increase is to stop the momentum of the present downward trend in membership, and achieving this is thought to be a significant accomplishment.
5. Create and execute marketing efforts such that CPIM classes are required, and that they are profitable. (Success criteria are the quantity of classes provided (i.e. greater than zero), and profit achievement for any classes executed.)
6. Create and execute marketing efforts such that a demand for CSCP classes will exist for the 2010 – 2011 season. (Success criteria are the number of board members who achieve the CSCP credential in this season, and the number of advertisements executed for CSCP which should be greater than one.)
 - **Rationale:** The chapter is investing in Board of Directors education and certification for CSCP in anticipation of demand for classes in 2010 and 2011. Therefore, marketing efforts should be performed now to create demand for the class capacity that will be available.
7. Promote educational offerings that support customer needs. Execute those offerings which support a long term profitability outlook for the chapter.
8. Provide a consistent branding, features and benefits message that are at least 2 documented deliverables, which are repeated regularly throughout the season to ensure understanding by the chapter members.

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9. Expand membership into targeted non-manufacturing industry segments. Add at least one additional industry segments by June 2010.
 - a. This is a key avenue for growth. Do an analysis of other verticals and see where this can increase membership. Medical is one good one of course.
 - b. Need some specific recommendations from BOD.
10. Create a Marketing Project Plan which is formally documented, approved by the Board of Directors (BOD), and used to drive and measure annual marketing efforts. (* This document should ideally be completed and approved before the first PDM in September of each year.)
 - a. Define specific actions and deliverables that will create awareness of educational offerings and the demand for their delivery.
 - b. Define and execute specific actions and deliverables that will create awareness of APICS membership benefits.
11. Secure at least one Enterprise Executive Sponsor (EES) from 2 to 5 Enterprise member companies, and maintain this list of Executive Sponsors so it is continuously updated and accurate. Drive toward identification and maintenance of EES for 100% of member companies.
12. Reinvigorate Company Coordinators participation.
13. Average PDM attendance of 35 or more people over course of the season.
 - a. Brainstorm for BOD discussion. Q: Could we alternate on locations to ensure that people from other areas feel that they have influence and importance?

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Scope

Any actions pertaining to marketing of the SoMN APICS Chapter for the 2009 – 2010 time frames are considered to be in-scope. (See Appendix and section within called “What is marketing?”.)

- o Actual creation and/or execution of any educational offerings, workshops, PDM, etc. are not in-scope, but this project may influence requirements for these features.

The scope of this season’s marketing efforts is described in terms of **geographic** coverage and in terms of **industry**, number of employees and revenues.

Geographic

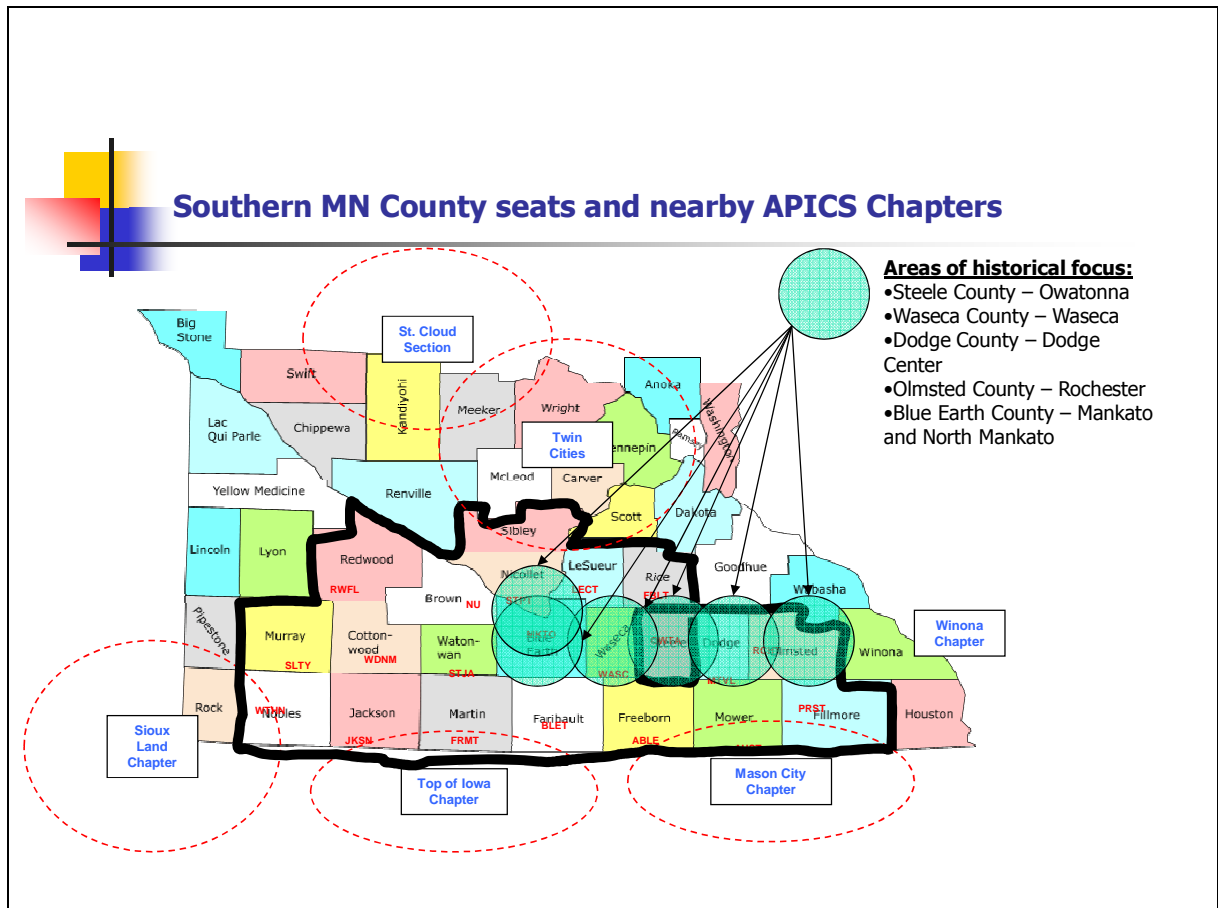


Figure 1: SoMN APICS Chapter Geography

Historically, the SoMN Chapter’s primary geographic focus has been on the following counties and towns:

1. Steele County; Owatonna
2. Waseca County; Waseca

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3. Dodge County; Dodge Center
4. Olmsted County; Rochester
5. Blue Earth (and southern tip of Nicollet) County; Mankato and North Mankato

A complicating factor in an initiative to expand to outlying counties is the distance/time it takes for travel to PDMs. For example; From Mankato to Owatonna takes about 45 minutes. New Ulm (Brown County) is an 80 minute drive, at 70 miles from Owatonna and PDM attendees would need to leave shortly after 4:00pm to get to Owatonna in time for the meeting. Other outlying counties and towns would take even longer to travel to a PDM.

One strategy to increase membership would be to **expand our influence into the outlying counties** that typically have not had a primary focus. If we want to reach companies and their people in these “outlying” counties, we may need to

- Entice them with closer activities – PDMs, classes, etc.,
- Offer Webinar format education
- But, any discussion pertaining to outlying counties and towns, beg the question; *“what do we really mean by “reaching” companies and how do we measure this?”*
 - Does this mean active PDM attendance?
 - Does it mean attendance at *any* chapter educational events?
 - Does it mean taking an APICS.ORG elearning class?
 - Does it mean becoming an APICS member, and/or a SoMN Chapter member?
 - How do we identify target customer companies?
 - Answers to these questions will be part of this plan.

The following table summarizes the towns and associated county perceived as being within our geographic scope. ID numbers 1 through 6 are shown in green and these have historically been our primary focus. ID numbers 7 to 19 are shown in light orange and represent “outlying” counties that are an opportunity for increasing our membership and services. The data in Table 1 was extracted from a database called CareerSearch and the data in spreadsheet format is attached in the appendix.

Table 1: Primary and Outlying Counties

<u>ID No.</u>	<u>County Seat</u>	<u>County</u>	<u>Comments</u>
1	Owatonna	Steele	42 companies in Owatonna.
2	Albert Lea	Freeborn	31 companies in Albert Lea.
3	Austin	Mower	17 companies in Austin.
4	Rochester	Olmsted	53 companies in Rochester.
5	Mantorville	Dodge	3 companies in Dodge Center, 0 in county seat of Mantorville.
6	Waseca	Waseca	12 companies in Waseca.

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<u>ID No.</u>	<u>County Seat</u>	<u>County</u>	<u>Comments</u>
198 total companies listed in query, with 158 tied to the county seat towns.			
7	Faribault	Rice	28 companies in Faribault
8	LeCenter	LeSueur	18 companies in LeCenter.
9	Mankato	Blue Earth	50 w/Mankato address
10	St. Peter	Nicollet	4 w/St. Peter address
11	Gaylord	Sibley	4 w/Gaylord address
12	Redwood Falls	Redwood	8 w/Redwood Falls address
13	New Ulm	Brown	14 w/New Ulm address
14	St. James	Watonwan	6 w/St. James address
15	Fairmont	Martin	16 w/Fairmont address
16	Jackson	Jackson	5 w/Jackson address
17	Windom	Cottonwood	4 w/Windom address
18	Worthington	Nobles	9 w/Worthington address
19	Slayton	Murray	1 w/Slayton address
277 total companies listed in query, with 167 tied to county seat.			
Notes:			
1. It could be argued that far western counties of Pipestone and Rock should be within the SoMN domain. However, if companies here are already aligned with the Sioux Land Chapter, then this probably should not be disturbed. <u>We should verify with the Sioux Land Chapter whether or not they cover these counties and towns.</u>			
a. Same comment for Wabasha and Goodhue counties.			
2. Getting with local Chambers of Commerce may help to see there is a larger list. Using contact with Chambers of Commerce may also be a high leverage method to initially reach a new market. If small business is the lifeblood of the economy then this is an area you will need to get.			

Industry

The industry included in the data selection above is *manufacturing*. Furthermore, selections were limited to those companies with more than 10 employees, and within the specific counties listed above. (See the appendix section titled “[Geographic data](#)”.)

Assumptions

1. Education offerings with **stand-up instructors** are geared toward company specific needs and requests, and are therefore delivered at the company’s facility.
 - a. Use of a company facility for class delivery is at no expense to the APICS chapter.
 - b. There is a flat fee per offering for the host company. Meaning, fee is per offering and pricing is same for 1 employee versus 10 employees, and after 10 the fee is customized depending upon number of students.
 - c. Class can be opened up/advertised to general chapter membership, provided host company concurs and has classroom capacity to accommodate. Any non-

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host-company students will be charged for the class and the APICS chapter and South Central College retains all fees.

2. For the 2009 – 2010 season, we will not offer classroom instruction to a generalized customer set (meaning, a scheduled, open for all class at a predesignated location), as this approach has been observed to be less viable (in the past few years) because of low registration.
3. We will offer the internet based education (Basics of Inventory Management) on a web site procured by the SoMN Chapter. There will be a fee associated with this and successful completion of this education will result in hours toward credential maintenance.
4. Webinar technology *may* be used this season through partnership with local colleges. This concept will be developed further by the VP of Education.
5. We will also market APICS.org education that is available. (???)
6. A significant cause of declining memberships and attendance is that companies do not have a strong management level sponsor, someone who champions the APICS cause for the benefit of their enterprise. Therefore, obtaining an explicit EES will help drive and encourage the participation of employees.
7. Company Coordinators perform a powerful marketing role and we will enhance this role to help market chapter features and benefits.

Work Breakdown Structure (WBS)

The WBS depicts deliverables of a project – i.e. the results of activity, not the activity itself. The figure below graphically depicts deliverables anticipated for the APICS SoMN Marketing Plan. Activities in the marketing plan are derived from decomposing the deliverable to the activities necessary to produce the deliverable.

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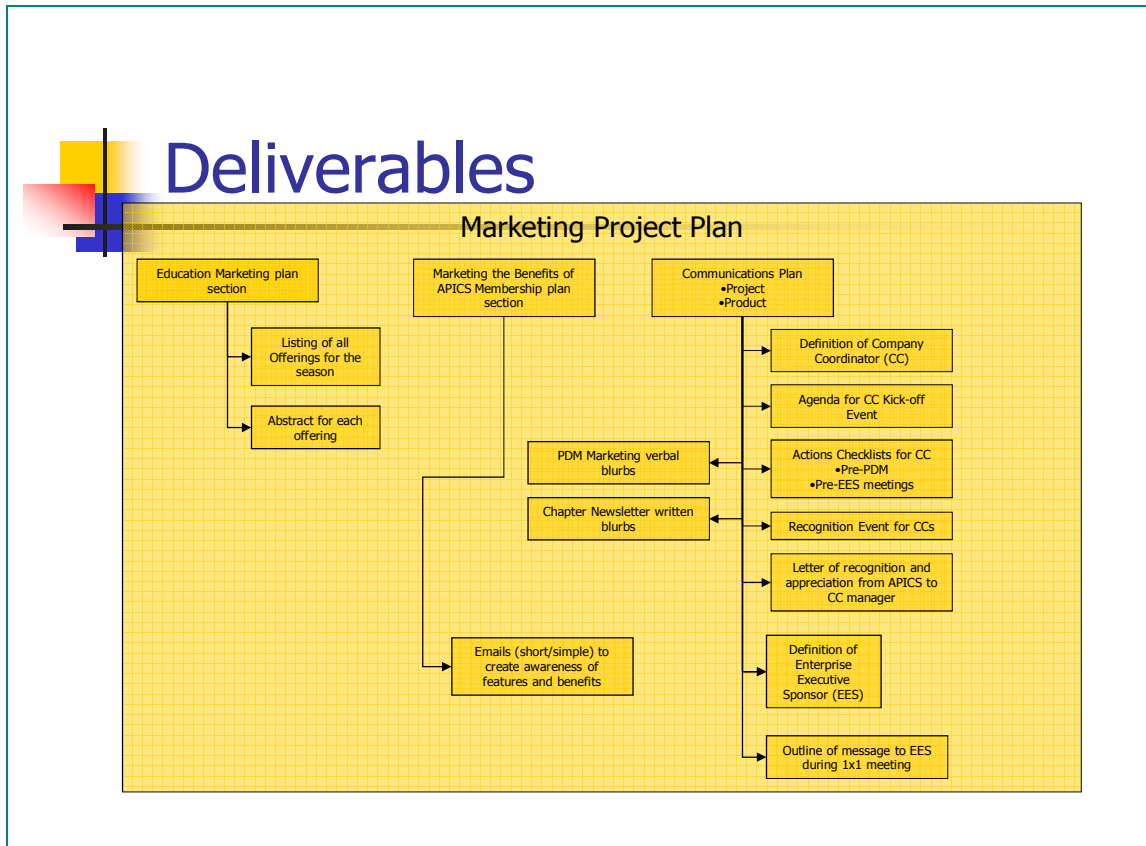


Figure 2: WBS / Deliverables

Approach

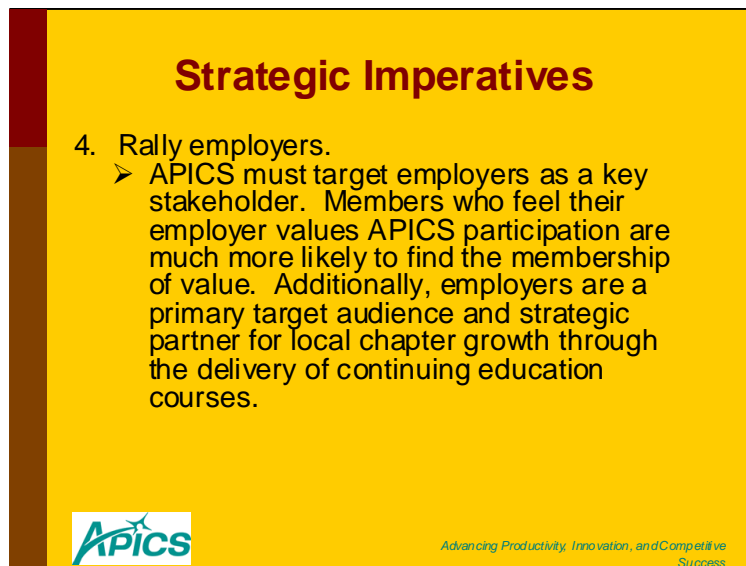
The approach used for this season's marketing efforts is described below:

- We are **enhancing the role of one key stakeholder (Company Coordinator)**, and **creating a new and explicit role for what was previously an implied and ambiguous stakeholder (Enterprise Executive Sponsor)**. The intent is to better leverage chapter influences into our client companies.
 - Bottoms up approach will be implemented via the Company Coordinator program. Company coordinators are a key element of this plan's approach; they perform a vital communications role and provide valuable intelligence for their organization. (See the [Company Coordinator role definition](#) below.)
 - Heighten awareness of APICS benefits to the Company Coordinator via a teach-the-teacher method.
 - Evangelize the target audience in the company.
 - We will enlist a key company executive (See the [Enterprise Executive Sponsor role definition](#) below.) to help champion efforts for revitalization. This executive should advocate to their peer network thus assisting with heightening awareness for key companies and their executives of APICS value. This top down approach

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will be implemented to build relationships with individual company executive(s) who can act as sponsors within their company, and also be a networking contact to their other inter-company peers.

- We will heighten awareness of features and benefits through individual sales calls with company executives that are facilitated by the company coordinator. (Possibly present information at staff meetings too.)
- In reviews of APICS (C-Box) marketing materials, a presentation titled “Re-branding APICS” mentions a strategic imperative to “Rally employers”. Essentially, enlisting an EES role is doing exactly this –



rallying employers.

Figure 3: Re-Branding APICS; February 18, 2005.

- **Crisp educational offering definition**, coupled with **various communication campaigns** designed to create awareness of, and demand for, these education offerings. (Define our products and services, maybe as configure to order, then sell them.)
- We will **emphasize APICS features and benefits** along with their relevance to the current recessed economic environment.
- Use **direct marketing techniques** aimed at currently active companies, as well as other companies who are not presently active.
 - Expand outreach activities to Minnesota cities within the SoMN APICS area which we previously did not work with. Examples include: Pipestone, Luverne, Worthington, Marshall, and Fairmont. (Create a map with deployment targets.)
- **Promotions** -- Offer early registration and/or group discounts for educational offerings.
- Increase **Alliances**
 - Chambers of Commerce alliances
 - PMI-Minnesota

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PMI-LaCrosse
Etc.

- Create an emphasis drive toward non-manufacturing industry segments to create awareness of SoMN APICS and to drive new members from these segments.

Company Coordinator (CC)

The CC role has been in use for quite some time. It has been recognized as a very important role, one that helps our chapter effectively communicate with member enterprises. However, emphasis on this program has been waning for several years and we know that use of this role must be re-invigorated.

In addition to the historical responsibilities (see appendix for full description of CC responsibilities and benefits), the CC will now assist with securing and maintaining a relationship with their company's Enterprise Executive Sponsor (EES). The EES is a new role, see description below.

Enterprise Executive Sponsor (EES)

The marketing team asserts that one cause of declining membership and attendance is that companies do not have a strong top level management *sponsor* that champions the APICS cause for the benefit of their enterprise. Without top level awareness and support of APICS, we believe participation will continue to decline. Therefore, obtaining an explicit EES should help drive encouragement of participation for employees.

The EES *should* be a Director or Vice President, but could also be a functional manager with broad influence. The EES should be familiar with APICS features and benefits and genuinely believe in the value that APICS can provide their enterprise. The following list describes responsibilities of the EES role.

1. EES would provide top-down encouragement and support (budget) for employees to pursue APICS certifications, participation in monthly Professional Development Meetings and education.
2. The EES should see APICS and the local chapter as a partner in achieving their enterprise goals.
3. The EES and the CC would periodically meet to discuss needs that APICS could assist with, upcoming APICS opportunities, and CC guidance as it applies to dissemination of the APICS Body of Knowledge to the enterprise.
4. The EES will represent their company at the annual Top Management Night PDM.

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Education Marketing

The VP of Education must define the education offerings for this season.

1. List of all chapter provided education is needed.
2. For each offering, an abstract is needed along with methods of delivery and benefits to individual and company.
3. Pricing for each offering is needed.

When this information is provided, the marketing team will define ways to market the offerings.

This section will be progressively elaborated as we discover more. For now, the following activities are included in the schedule.

Subsection of the MPP titled Education Marketing

Define all educational offerings of this season: CPIM and its sub-education, Other...

Determine our [highest leverage] Customers. (This list of customers is where we'll focus our efforts first.)

Define marketing deliverables associated with each education offering.

Marketing the Benefits of APICS Membership

The VP of Marketing (and the marketing team) should brainstorm a list of key features and benefits to be promoted throughout the season.

Then, methods of promoting will be defined.

A core premise is that individual and corporate members must be continually reminded of the value proposition.

This section will be progressively elaborated as we discover more. For now, the following activities are included in the schedule.

Subsection of the MPP titled Marketing the Benefits of APICS Membership.

- List the APICS benefits to be highlighted
- Define communication methods to create awareness of benefits by target audience category. Examples:
 - ** Blurbs into a set of chapter newsletters.
 - ** Personal sales calls to company executives in primary counties
 - ** Personal sales calls to company executives in outlying counties.

Write newsletter blurbs that highlight APICS feature and benefit.

Write the PDM blurbs that highlight APICS feature and benefit.

Define a set of open ended questions for use at PDM.

Focus groups at PDM to ask open ended questions (i.e. pull into booth) ... opinion and for this you get a free meal.

Define and Create (or find) materials for sales calls.

Execute sales calls to company executives

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Schedule

Activities, Sequencing, and Durations are details to be further developed in planning phases. The spreadsheet is attached here →

2009 – 2010 Marketing Plan / Schedule of Activities				
Date of Last Update: 11/07/2009				
Updated by: John Fjellanger				
Activities	Estimated Duration	Planned Start Date	Planned End Date	Responsible
2009 – 2010 Marketing Project Plan (hereafter referred to as the MPP)				
Create DRAFT plan		9/21/2009	10/2/2009	Jf
Review DRAFT plan w/Becky Wolfe, John Rollins		10/2/2009	10/7/2009	Jf; BW; JR
Create PROPOSED plan		10/7/2009	10/12/2009	Jf
Review PROPOSED plan w/BOD		10/9/2009	10/12/2009	Jf; BW; JR
Updates for FINAL plan		10/12/2009	11/9/2009	Jf
Plan in FINAL status		10/19/2009	11/13/2009	Jf
Define target audiences for marketing efforts				Jf; BW; JR
Collect baseline measurement data				John Rollins
Define the target non-manufacturing industry that could benefit from involvement with APICS				BW
Subsection of the MPP titled Education Marketing				
Define all educational offerings of this season: CPIM and its sub-education, Other...		Oct-09	1 week into November 2009	KS
Determine our [highest leverage] Customers for Education (This list of customers is where we'll focus our efforts first.)		1Q 2010	1Q 2010	KS; BW
Define marketing deliverables associated with each education offering.		4Q 2009	4Q 2009	KS
Determine our [highest leverage] Customers for seminars. (This list of customers is where we'll focus our efforts first.)				
Subsection of the MPP titled Marketing the Benefits of APICS Membership.				
List the APICS benefits to be highlighted				BW
Define communication methods to create awareness of benefits by target audience category. Examples: -- Blurbs into a set of chapter newsletters in primary counties -- Personal sales calls to company executives in outlying counties Write newsletter blurbs that highlight APICS feature and benefit. Write the PDM blurbs that highlight APICS feature and benefit. Define a set of open ended questions for use at PDM. Focus groups at PDM to ask open ended questions (i.e. pull into booth) ... opinion and for this you get a free meal. Define and Create (or find) materials for sales calls. Execute sales calls to company executives		4Q 2009		
Definition of the role and responsibilities of the Company Coordinator				
Finalize existing definition of CC	1d	Oct-09	Oct-09	BW
Define and document the role and responsibility of company coordinator	1d	Oct-09	Oct-09	Jf
Review with BOD for awareness and their input	1d	11/9/2009	11/9/2009	Jf
Review with company coordinators (known at the time) for awareness and their input.	1d	11/15/2009	11/20/2009	BW
Publish definition of CC on chapter's web site	1d	Dec-09	Dec-09	JR
Review / Communicate the Company Coordinator Role/Responsibility at PDM(s)	1d	Jan-10	May-10	BW
Agenda for Kick-off meeting with CC to get their commitment to enhanced role of CC.				
Create agenda for CC Kick-off meeting	1d	Sep-09	Oct-09	Jf; BW; JR
Hold meeting and get commitment of CC's to their enhanced role.	1d	11/16/2009	11/20/2009	BW
CC action checklists for: Pre-PDM; Pre-Executive meetings; Transition to new CC; etc.				
Create checklist "tools" for CCs to use throughout the season as they execute their duties.	5d	Feb-10	Mar-10	Jf; BW; JR
Letter of recognition that can be sent to manager of the Company Coordinator.				
Create a form letter that would inform the CC's manager of chapter appreciation of their involvement.	1d	Feb-10	Mar-10	Jf; BW; JR
Collect data on managers contact information from the CCs.	2d	Feb-10	Mar-10	Jf; BW; JR
Send letter of recognition to managers (at appropriate time) and copy the CCs.	1d	Apr-10	May-10	Jf; BW; JR
Updated listing of CCs				
Scrub member listing data to identify existing companies that do have CC and those that do not.	15d	Oct-01	Nov-09	Jf
Sequence companies w/out CC according to priority	3d	Oct-01	Nov-09	Jf
Determine at least 1 company coordinator per company for the top 20%	10d	Nov-09	Jan-10	Jf; BW; JR
Determine at least 1 company coordinator per company for the bottom 80%	30d	Jan-10	May-10	Jf; BW; JR
Recognition event for CCs.				
Create and execute a recognition event for CC.	5d	Apr-10	May-10	Jf; BW; JR
Definition of the role and responsibilities of the Enterprise Executive Sponsor (EES).				
Create role and responsibility definition for EES	1d	10/1/2009	10/14/2009	Jf; BW; JR
Review EES definition with BOD	1d	11/9/2009	11/9/2009	Jf
Review EES definition with CC	1d	11/16/2009	11/20/2009	BW
Finalize role and responsibility definition for EES	1d	11/20/2009	11/25/2009	Jf
Outline of message to convey during the personal sales call with the EES and CC.				
Define message to executives.	2d			Jf; BW; JR
Communicate with CC to agree on message to executive.	1d			Jf; BW; JR
Review the "message to executives" with BOD	1d			Jf
Personal sales call, made by a SoMN Board Member, with the enterprises EES and CC.				
Identify the EES for each company (CC)				CC
Coordinate time/date/place/persons.				CC / BOD
Meet with CC and EES, share message, close on sponsorship support.				CC / BOD
Create a PDM attendance option whereby there can be attendance without the full dinner payment option.				



Marketing Plan

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Summary Costs and Budget for 2009 – 2010

Assumed expense categories for marketing and sales:

- Automobile travel reimbursement rate assumed to be \$0.55 per mile. Assume that for special marketing efforts that require personal “sales calls” that chapter would reimburse the traveler.
- Mailing postage. Assume doing some mass/direct mailings.
- Printing expenses. Assume some printing.
- Other?

In lieu of specific input for cost drivers, suggest budget remains at previous year levels with slight modifications as shown below.

	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
	\$200	\$700	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$400	\$250	\$0

Total is \$2,950.

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Appendix

Reference to the 2009 – 2010 Strategic Plan Update

Attach here after getting from Barb Soroachak.

Reference to the Season's Project Charter

The “Project Charter for Southern Minnesota (SoMN) APICS Chapter, Marketing and Sales” is attached below.



2009 - 2010
Marketing Charter

Geographic data



KEY



NONKEY

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Company Coordinator responsibilities and benefits

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APICS SoMN Chapter
P.O. Box 55
Owatonna, MN 55057

*Thank you for your interest in the **APICS Company Coordinator program**. Company Coordinators can make a significant difference in the success of membership recruitment and retention in a company.*

COMPANY COORDINATOR DESCRIPTION

The Company Coordinator is an individual dedicated to the professional and educational philosophies of APICS, who represents his or her company in regards to educational needs of its employees, and communicates that need to the APICS SoMN Chapter.

Company Coordinators are liaisons between the SoMN Chapter Board of Directors and fellow employees at their company. They disseminate meeting information, coordinate registration for programs and certification classes, make membership applications available, and help the company derive maximum benefit from its APICS activities.

The program is voluntary and time requirements will vary depending on the size of your organization. Most Company Coordinators probably invest about one to two hours per month.

BENEFITS

- Your name is published in chapter newsletters and on the chapter website
- Recognition at Chapter Professional Development Meetings
- Networking opportunities with other company coordinators
- Advance notice of upcoming chapter events.

RESPONSIBILITIES

- If the company has a corporate membership, perform annual audits of to update and maintain voting (CV) and subsidiary (CS) members under that membership.

- Provide feedback to the Board of Directors regarding chapter performance.
- Distribute electronic copies of newsletters, seminar brochures, and other APICS literature to interested parties and key personnel within your company.
- Be a key source of information regarding APICS within your organization.
- Coordinate registration within your company for chapter activities and relay names and supporting information to the APICS chapter office.
- Assist with securing and maintaining a relationship with your company's Enterprise Executive Sponsor.

SUGGESTIONS

Following are a few ways to let your company know what is happening with APICS. Feel free to be creative with other ways of displaying information, and please pass your suggestions on to the VP Membership and other company coordinators.

- **Set up an APICS bulletin board and/or Inter-company mailing list for emailing of chapter activities**
 - ❖ *Advanced copies of all chapter publications will be emailed to you.*
- Post newsletter, certification and seminar information, and sign-up sheets on bulletin boards in lunchrooms, break-rooms, lounges and outside your office/cubicle.
- If you have a company newsletter, publish an article reminding others about APICS and its educational and networking opportunities.

OPPORTUNITIES

- Volunteer to work on other membership projects:
 - ❖ *Work with the VP Marketing on spreading the APICS word to other decision-makers in your company*

- Assist with developing round table discussions on questions you have with companies in similar situations
- Share ideas with other company coordinators.

CORPORATE MEMBERSHIP

Corporate memberships belong to the COMPANY and all membership correspondence is sent to ONE central address. By becoming a corporate member, all employees **at a single office location** benefit from membership; however, there are two levels of privileges or benefits. If you are a company coordinator of a company that has a corporate membership, you may be asked to clarify the difference between corporate **voting members** versus corporate **subsidiaries**.

1. Corporate Voting – full membership privileges

A company designates five employee representatives to receive full membership privileges and to receive regular information from APICS, the same as an individual member. These five representative memberships can be transferred to other employees whenever there are changes in personnel.

2. Corporate Subsidiary – discount privileges only

In addition to the 5 Corporate Voting members, all employees **from the same corporate location** receive member discounts on courses, publications and other educational resources.

Corporate subsidiaries

- do not receive mailings,
- do not have voting privileges
- do not receive points towards certification maintenance,
- do not have access to the members-only section on the Society APICS web site.

2009 – 2010 SoMN APICS Chapter
Marketing Project Plan

... Note that as of 10/01/2009 attach, this document requires approval and possibly further revision.

Points for BOD discussion, Q&A

1	Suggest that our chapter propose to absorb the Iowa chapters shown in Figure titled "SoMN APICS Chapter Geography".
2	What APICS chapters in Minnesota are the healthiest? We should collaborate with them to exchange marketing plans and ideas and see if we can spread some workload by this sharing.