

IABC Los Angeles Strategic Plan



Chapter Copy 2013-2016

Strategic Overview

Vision	IABC Los Angeles is the leading community for communications professionals working across industries and disciplines. We are diverse storytellers.		
Strategy	Employ a 360-degree approach on the three building blocks of content, career and business to deliver membership value.		
Strategic Priorities	Content Host events, produce content and share links that deliver value to members.	Business Build stronger ties with local businesses, universities, & associations	Career Raise awareness of IABC-LA as the definitive resource for the communications professional
Why	<ul style="list-style-type: none"> - Events and content drive member value and invests in future membership - Shared links builds a sense of community - Original content helps demonstrate leadership 	<ul style="list-style-type: none"> -Student members bring "new blood" and excitement -Senior members gain mentorship and leadership opportunities -Students are a rich source of <i>volunteers</i> -Local businesses need comms help 	<ul style="list-style-type: none"> -The IABC-LA membership base is rich with top-notch communications talent who are critical to the success of businesses and organizations of all sizes -The decades-long experience and knowledge of our members enables the chapter to offer compelling programming. -We provide an accessible platform for sharing information, best practices, knowledge and tools.
How	<ul style="list-style-type: none"> - A regular cadence of events that include special events targeted at membership growth areas - A lively and frequently updated stream of shared content - Original content that demonstrates we understand both communications best-practices as well as future trends 	<ol style="list-style-type: none"> 1. Engage students, faculty and mentors, seniors 2. Leverage soft skills of students/pool of guest lecturers 3. Take student tactics and build other communities 4. Engage local businesses by more PR/marketing of the chapter's benefits 	<ol style="list-style-type: none"> 1. Partner with regional chapters (ex. SF suggests a LinkedIn Group for Pacific Plains Presidents to connect.) 2. Partner with other business, communications and marketing associations in Greater Los Angeles 3. Revitalize and improve our use of technology tools 4. Deliver consistent stream of content focusing on members
Objectives 2013-2014	<ul style="list-style-type: none"> - Establish standard operating procedures and tools for events and social sharing. - Hold 8 events with 2 targeted to special interest groups. - Produce 10 pieces of original content to be shared with our members that establishes our group as technically proficient and aligned with the current communications trends 	Leverage Board Chair, Student Relations, who reaches out to 2 potential university partners supporting the "student-to-master communicator" path.	Create a LinkedIn Group and invite board members of other Southern California chapters. Work with 2-3 other associations in Greater LA to co-host events. Regularly integrate our online presence with our offline offerings. Identify a dedicated volunteer to spotlight interesting member stories.

Content

Content Portfolio	OBJECTIVE #1 - Program and execute Event Content	OBJECTIVE #2 - Provide useful, engaging content in-between Events	OBJECTIVE #3 - Educate and support Technology How-To
SMART Objective	Put on at least 8 events each year. At least ¼ of them targeted to special interest groups.	Share at least 5 pieces of content, not related to IABC-LA events, per week.	Produce at least 1 piece of original content per month related to the integration of communication and technology.
Strategic Approach and Tactics	<ul style="list-style-type: none"> ● Establish and follow a standardized approach to events including scheduling, promotion, outreach and post event activities ● Conduct outreach to special interest groups (SIG). <ul style="list-style-type: none"> ○ Build relationships - informal lunches and attending related events. ○ Share and promote content of related organizations ○ Identify shared goals and collaborate toward accomplishing them ● Promote the events <ul style="list-style-type: none"> ○ Establish and follow promotional calendar across channels ○ Gather materials to accompany invitations and reminders (photos, videos, links) ○ Ask speakers to help promote the event ● Target special interest groups for events <ul style="list-style-type: none"> ○ Conduct special outreach to the SIG ○ Specifically, ask SIGs to help with promotion ○ Develop messaging appropriate to the SIG for promotion of the event 	<ul style="list-style-type: none"> ● Demonstrate IABC-LA's vision and strategy through shared content. ● Deliver content across multiple channels as appropriate (Web, social media, newsletters, postings) ● Utilize content resources to “feed the beast”: <ul style="list-style-type: none"> ○ IABC International ○ Communication World magazine- from IABC International ○ IABC-Pacific Plains - regional ○ Local area chapters - OC, SD, SF, Silicon Valley and Las Vegas ○ Content produced by members ○ Job postings ○ SIG content 	<ul style="list-style-type: none"> ● Level the playing field between our senior/established members and the young professionals <ul style="list-style-type: none"> ○ Ensure that each one is directly connected to the business of communications ○ Target the diverse range of communicators represented by our membership ● Provide basic how-to information content and explain the benefits and pitfalls of using specific technology ● Reinforce the IABC-LA brand content (vision and strategy) ● Demonstrate how content must be highly sharable with a simple link

Career

Career Portfolio	OBJECTIVE #1 - Work / partner with both IABC chapters and external organizations	OBJECTIVE #2 - Improve use of technology and tools	OBJECTIVE #3 - Highlight and spotlight members
SMART Objective	<p>Create a LinkedIn Group and invite board members of the Southern California chapters. Work with 2 to 3 other associations in Greater Los Angeles to develop and co-host events.</p>	<p>Regularly integrate IABC-LA's online presence with our offline offering.</p>	<p>Deliver consistent stream of content focusing on members.</p>
Strategic Approach and Tactics	<p>Establish relationship with key IABC chapters and L.A. professional organizations with which to align ourselves.</p> <ul style="list-style-type: none"> Identify regional chapters and other like-minded organizations, such as IABC-OC, IABC San Diego, HPRA, PRSA, NIRI. Reach out to key board members and staff to discuss potential partnership opportunities, such as co-hosting events, workshops, etc. Keep them updated on all IABC-LA events and programs, either through emails, Facebook or LinkedIn. Ensure relevant representatives are on IABC-LA distribution lists. Establish a mutual cross-promotion agreement where appropriate. Consider convening a joint meeting of all communications organizations to leverage each other's assets, which will help strengthen relationships between organizations. 	<p>Ensure content from events and programs are leveraged before, during and after</p> <ul style="list-style-type: none"> Include steps on how to promote, capture and recap events to overall Event Checklist Ensure the event planner writes and forwards event copy to Webmaster for our Twitter, Facebook and LinkedIn platforms Consider digital and social media tools during events such as live tweeting content or photos with #IABCLA hashtag Take pictures (or video) and write recap of event to share on the website and Facebook page afterward 	<p>Identify a dedicated volunteer(s) to spotlight stories about our members.</p> <ul style="list-style-type: none"> Put a call-out for volunteer(s) among the membership through our website, LinkedIn, Facebook and Twitter pages Set up a member spotlight section on the IABC-LA website (e.g. recommend branding it with a name) Once identified, work with volunteer to develop process and schedule for featuring member stories. Stories can be in the form of a video, narrative or 10 questions, etc. Determine schedule (e.g. twice a month or monthly) based on availability of volunteer and members Have volunteer document process so future volunteers and board members can easily activate the program

Business Portfolio	OBJECTIVE #1-- Develop Relationship with Businesses	OBJECTIVE #2-- Build IABC-LA within Universities	OBJECTIVE #3--- Partner with Associations
Smart Objectives	<p>Reach out to Silicon Beach start-ups / local business leaders.</p> <p>Create 1 event targeting networking between senior members and tech savvy professionals from across comm silos by June 2014</p>	<p>Get 2 student chapters from 2 universities by June 2014</p> <p>Get 4 student chapters by June 2015</p>	<p>Share our integrated communications narrative with various associations</p> <p>Host a shared event with</p> <ul style="list-style-type: none"> ● HPRa by March 14, 2014, ● Media Leaders by Oct. 13, 2013, ● NIRI by Feb. 14, 2014, and ● Social Media Club by May 2014. <p>Work with local associations to cross promote, engage membership, ultimately attracting “new blood”.</p>
Strategic Approach and Tactics	<p>Harness local (built) companies across various industries to:</p> <ul style="list-style-type: none"> ● Attract new/savvy marketing, PR, corp comms, sales, ad, IR professionals ● Share our integrated comms approach (timely, as college grads wear many hats/ ie: account management, writing copy, producing social, etc) ● Help Local businesses with comms needs ● Diversify our member network with more Tech Savvy members <ul style="list-style-type: none"> ○ Leverage work spaces to barter events ○ Take advantage of Silicon Beach events to attract millennials & business relations ● Phone call, email & meet one-on-one with local business leaders ● Tap our membership pool to generate new business leads (corp membership leads) ● Engage local businesses by more PR/marketing of the chapter's 	<ul style="list-style-type: none"> ● Bring in "new blood" student members and excitement ● Galvanize senior members to gain mentorship and leadership opportunities ● Enrich the chapter with resourceful, smart student <i>volunteers</i> ● Provide the student with benefits of: <ul style="list-style-type: none"> ● A Board presence ● Skills development ● Career Coaching ● Mentorship ● Internships ● Networking ● Volunteering opportunities <ul style="list-style-type: none"> ● Engage students, faculty and mentors, seniors ● Leverage soft skills of students/pool of guest lecturers ● Dedicated Student Membership volunteer on IABC-LA Board ● Find out what student chapters ARE doing regarding communications orgs (PRSA) ● Recruit student volunteers! 	<ul style="list-style-type: none"> ● Walk the walk, talk the talk “We are diverse storytellers.” ● Create competent storytellers out of sister orgs ● Our members are comprised of the following silos: <ul style="list-style-type: none"> Marketing, Advertising, PR, Sales, Social Media, IR, SEO, Corporate comms, Public Policy Relation ● Bridge with other associations, typically focused on individual silos (social, advertising, investor relations or PR) ● We can all benefit (new faces, disciplines, strategies, potential new members, etc) ● Everybody needs to communicate their stories to various stakeholders <ul style="list-style-type: none"> ○ Liaise with Associations including AMA, HPRa, PRSA, NIRI, Digital LA, Social Media, Media Leaders, Santa Monica Tech meetups ○ Incentivize through barter arrangements (ie: shared logo visuals, social media cross promoting, ticket discounting) ○ Interact through Social