

Piedmont Triad Chapter of APICS, Inc.

APICS—The Association for Operations Management

2010 – 2015 Strategic Plan

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Introduction

The Piedmont Triad Chapter of APICS, Inc., is the local affiliate of APICS—The Association for Operations Management, serving the Piedmont Triad region of North Carolina and the southern border counties of Virginia. APICS is the global leader and premier source of the body of knowledge in operations management, which includes production, inventory, supply chain, materials, purchasing, and logistics. The chapter serves a diverse community of professionals involved in operations management and their organizations by helping to build knowledge and skills that will lead to improved operational performance. We help our members and their organizations successfully compete in a global economy.

Vision

The Piedmont Triad Chapter of APICS is recognized as the foremost provider of education and knowledge in Operations Management and Supply Chain by its stakeholders.

Mission

The Piedmont Triad Chapter of APICS will:

1. Provide varied opportunities for individuals to gain professional expertise in operations and supply chain management.
2. Promote awareness of the value of APICS as a global professional association and a leader in the operations and supply chain management fields.

Goals

In support of the mission of the Piedmont Triad Chapter, the following goals are defined:

1. Provide lifelong learning opportunities for all levels of operations and supply chain management professionals and technicians.
 - 1.1. Increase the number of certified individuals
 - 1.2. Increase the number of individuals attending educational opportunities.
2. Provide networking and knowledge sharing opportunities to meet the needs of operations and supply chain management professionals and their organizations.
 - 2.1. Increase the participation in chapter activities.
 - 2.2. Increase the chapter membership.
 - 2.3. Complete Chapter minimum Standards and maintain C-BAR Platinum status.

Strategies

1. To achieve the chapter goal of providing lifelong learning opportunities for all levels of operations and supply chain management professionals by doing the following:
 - 1.1. To increase the number of certified individuals the chapter will:
 - 1.1.1. Schedule APICS educational and certification review workshops as determined by member, company, and market needs, surveys and demonstrated interest.
 - 1.1.2. Offer targeted certification programs as identified by company, and market needs
 - 1.1.3. Offer opportunistic seminars addressing current and leading-edge topics identified by member, company, and market needs assessments and suggestions that allow for certified members to earn re-certification points.

- 1.2. To Increase the number of individuals attending educational opportunities the chapter will provide varied opportunities for personal and professional development of our membership and other operations management professionals through a multi-faceted APICS education program focused on their needs and interests.
 - 1.2.1. Provide at least nine Professional Development Meetings at which the members and guests have the opportunity to learn and share about topics of current interest to them while networking with other professionals.
 - 1.2.2. Develop and implement a plan for alternative PDM formats to allow for more potential participants while managing costs.
 - 1.2.3. Offer half-day seminars on focused topics, some in conjunction with PDM's, to increase educational value and leverage PDM attendance.
 - 1.2.4. Offer other targeted education programs as identified by member, company, and market needs.
 - 1.2.5. Increase recognition of the benefits and attainment of educational achievements by recognizing individuals and organizations such as:
 - 1.2.5.1. Achievement of certification and re-certification designation
 - 1.2.5.2. Completion certificates for educational programs
 - 1.2.5.3. Individual Excellence in Education Award
 - 1.2.5.4. Organizational Excellence in Education Award
 - 1.2.5.5. Student Scholarships and Paper Awards
2. To achieve the chapter goal of providing networking and knowledge sharing opportunities to meet the needs of operations and supply chain management professionals and their organizations by doing the following:
 - 2.1. To increase the participation in chapter activities, the chapter will market APICS and the Piedmont Triad Chapter as a premier provider of quality operations and supply chain management educational programs and increase participation in learning opportunities for practitioners from entry-level positions to the executive.
 - 2.1.1. Market chapter activities and educational offerings to existing and potential members through advertisements, postal mailings, electronic mail, news media, social media and the website.
 - 2.1.2. Utilize local news media and electronic distribution of information to publicize the benefits of APICS membership, certification, educational opportunities, participation, and activities.
 - 2.1.3. Promote the value of APICS membership and certification during PDM's, at all educational programs, in the chapter newsletter, and on the chapter web-site.
 - 2.1.4. Develop and implement a coordinated rolling multi-year marketing and advertising campaign that will broaden the recognition of the benefits of APICS membership, certification, and educational opportunities to the business and professional community.
 - 2.1.5. Establish, maintain, and utilize a senior management listing of members' and other local businesses and organizations to provide information on the benefits of APICS membership, certification and participation.
 - 2.1.6. Increase recognition of achievements of chapter members such as:
 - 2.1.6.1. Membership milestones
 - 2.1.6.2. Certification
 - 2.1.6.3. Leadership and volunteer service
 - 2.1.6.4. Participation in chapter programs
 - 2.1.6.5. Member-of-the-Year Award
 - 2.1.6.6. Company-of-the-Year Award
 - 2.1.6.7. Leadership Awards

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- 2.1.7. Encourage members to participate actively in the development, growth and operations of the Piedmont Triad Chapter to gain additional insight and experience in business management strategies and techniques.
 - 2.1.7.1. Encourage professional and personal development through participation in chapter, district, and the association's activities.
 - 2.1.7.2. Encourage member participation on the chapter Board of Directors and staff functions, as well as district and association volunteer positions.
 - 2.1.7.3. Formally recognize member participation and leadership in chapter, district, and the association's activities.
 - 2.1.7.4. Recognize company and individuals' accomplishments and support of APICS educational activities.
- 2.1.8. Create alliances with other organizations to enhance and expand awareness of APICS and the Piedmont Triad Chapter.
 - 2.1.8.1. Maintain and enhance partnerships with regional education institutions.
 - 2.1.8.2. Partnerships with other professional organizations – joint meetings.
 - 2.1.8.3. Other business organizations such as local chambers of commerce
- 2.2. To increase chapter membership the chapter will accomplish the following in addition to the activities listed above:
 - 2.2.1. Enhance and expand the Company Coordinator program.
 - 2.2.2. Continue a proactive program to monitor the membership renewal process to encourage renewals.
 - 2.2.3. Distribute new member packets to all potential members at all chapter events.
 - 2.2.4. Participate in other organization's events that can enhance the recognition of the chapter, its benefits and programs.
- 2.3. To manage the chapter's affairs in a business like manner that will assure the attainment of the APICS Chapter Minimum Standards and the continued achievement of C-BAR Platinum status.
 - 2.3.1. Update and actively utilize the chapter's Performance Matrix of key performance activities.
 - 2.3.2. Prepare and distribute monthly financial status reports and complete an annual financial review.
 - 2.3.3. Maintain all corporate records and recordings of business transactions to assure meeting all state and federal requirements including the timely filing of required documents.