OUTLINE FOR ERA CHAPTER ANNUAL PLANNING SESSIONS

(This agenda can be adapted for planning groups of all sizes and compositions.)

AGENDA

Purpose: To develop the chapter's coming year plan of activities and initiatives in five areas:
1) educational programming;
2) member services;
3) membership recruitment and retention;
4) industry relations; and
5) rep function protection/promotion.

I. Educational Programming
(for members, prospective members and distributors/manufacturers/reps in other industries)

A. Current issues and problems:
1. in rep business;
2. in electronics industry; and/or
3. specific to the chapter's marketplace;
B. Prioritize issues and problems to target top few.
C. Answer these questions:
1. What programming can educate/assist/inform members, et al, re: these issues/problems?
2. What content, format, speaker(s), timing, etc. should be targeted for each topic?

II. Member Services
(for members' benefit and as incentive in member recruitment/retention)

A. Review of current national and local services;
B. Needs to be fulfilled and/or problems to be solved;
C. Services to be explored in response to needs/problems.

III. Membership Recruitment and Retention

A. Recruitment and retention targets for the year;
B. Ideas and incentives to achieve targets.

IV. Industry Relations
(to improve reps' working partnerships with distributors, manufacturers and customers)

A. Cooperative programs/projects with industry associations (distributors and manufacturers);
B. Ways the chapter and its members can "reach out" to customers.

V. Rep Function Protection/Promotion
(to build understanding of the rep function and to enhance ERA's and members' profile and prestige with distributors, manufacturers and customers;

A. Cooperative programs/projects with MRERF and NAPM as well as NEDA, EIA and AEA;
B. Future-oriented activities, i.e., targeting college educators and students;
C. Legislative initiatives.

VI. Once the Plan Is Developed ...
... publish it for members and assign responsibilities to launch the implementation of each segment. Then follow up with regular reviews/evaluations, and build a timeline for updating the plan.