![Chapter Officer Leadership Training logo]

Outline for ERA Chapter Annual Planning Sessions

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

A G E N D A

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.