



Chapter Strategic Plan 2014 – 2016

Key Focus Areas

- **Focus Area #1:** Increase Number of Chapter Members
- **Focus Area #2:** Provide Professional Development and Networking Opportunities
- **Focus Area #3:** Increase Community Service and Involvement
- **Focus Area #4:** Fundraising and Increase Financial Support
- **Focus Area #5:** Leverage Technology
- **Focus Area #6:** Marketing and Branding

Introduction

The National Forum for Black Public Administrators (NFBPA) is a professional membership organization dedicated to the advancement of Black leadership in the public sector. Founded in 1983, the NFBPA membership has grown to include managers and executives in virtually all disciplines represented in state and local governments. NFBPA is the nation's premier association of Black public leadership, with a growing and proud reputation for strengthening the capacity of state and local government managers in a multitude of disciplines, through intensive training, professional development programs, and a powerful network of Black public leadership. This plan presents the integrated framework of policies and practices that NFBPA will use to guide its efforts in preparing the next generation of public administrators. The elements of the plan embody the challenges that the chapter Executive Board has identified as critical to ensuring chapter and organizational sustainability.

Challenges

Both nationally and locally, NFBPA is experiencing a decrease in membership. This fact, in part may be attributed to questions or concerns regarding the “value added” of being a member of NFBPA. In addition, the current membership ranges from students to young professionals and it is challenging to keep the membership engaged and to meet the professional development and programming needs of this wide spectrum of membership that are at various stages in their career. Further, the associated cost of membership and employers’ monetary assistance for training and professional development opportunities continues to decrease—and a small minority of individuals use their personal funds to maintain membership in the organization. With limited available financial assistance, NFBPA must determine a strategy to increase and maintain membership.

Another challenge for NFBPA nationally and locally is providing the desired professional development opportunities to its members. It is difficult to determine the kind of professional development opportunities to provide, as prior efforts to survey the membership have not provided consistent information due to limited survey responses. In addition, logistics can also be a challenge. Many students find it difficult to participate in chapter events because of class schedules, while those in the workforce may find that it is logistically challenging to attend chapter events depending on location. Prior experience has determined that events yield more attendees if meetings are located in the City of Atlanta or in Fulton County. However, hosting meetings in these areas may deter individuals in other surrounding areas from attending.

The challenges mentioned above are an example of the challenges the NFBPA is currently encountering. These reasons along with others may affect individuals’ decision and ability to join and be active in NFBPA. The goals identified below establish a framework for an action plan that should assist in meeting the goals of the Executive Board, for the benefit of the members of the NFBPA Metropolitan Atlanta Chapter (MAC).

Focus Area #1: Increase Membership

In supporting the NFBPA mission to serve the magnet organization for linking public, private and academic institutions into an effective network to support interdisciplinary communications, management innovation and professional development among Blacks choosing public service careers, membership is a key element. NFBPA-MAC must prioritize increasing the number of public administrators that join and remain active in the organization. The following methods can be utilized to meet this goal:

1. Engage lapsed and lapsing members
 - a) The Membership Chair will send correspondence to members with lapsed memberships.
 - b) The Membership Chair will send correspondence to members within the 30-day period of membership renewal.

2. Recruit new members in federal, state and local government
 - a) Obtain primary points of contact at various federal agencies that have a presence in Atlanta to disseminate information on monthly chapter events. Federal agencies include, but are not limited to:
 - Centers for Disease Control
 - Department of Veterans Affairs
 - Department of Homeland Security
 - Federal Bureau of Investigation
 - Federal Home Loan Bank of Atlanta
 - Internal Revenue Service

3. Recruit student members
 - a) Provide formal presentations about the organization at Metropolitan Atlanta colleges and universities. Colleges and universities include, but are not limited to:
 - Central Michigan University
 - Clark Atlanta University
 - Clayton State University
 - Emory University
 - Georgia State University
 - Kennesaw State University
 - Morehouse College
 - Spelman College

 - b) Develop relationships with high schools
 - High schools with public policy and government tracks could also be included. High schools include but are not limited to:
 - Grady
 - Maynard Jackson

Focus Area #2: Provide Professional Development and Networking Opportunities

MAC should be in the forefront of providing other professional development opportunities that provide the skills needed to become a successful and knowledgeable public administrator. In supporting the NFBPA mission, monthly professional development opportunities and programs such as the Executive Leadership Institute and the Mentor Program are key initiatives needed to meet the mission. In addition, members will gain additional professional development through participation in the annual FORUM conference. The following methods can be utilized to meet this goal:

1. Provide professional development opportunities to members
 - a) Solicit members to host and be the featured speaker at monthly meetings on a topic relevant to public administration
 - b) Solicit members and students to present research on a topic relevant to public administration in workshop sessions at the annual FORUM conference
 - c) Solicit sponsorship to aid members with participating in the Executive Leadership Institute and the Mentor Program and to attend FORUM.
2. Provide networking opportunities to members
 - a) Host quarterly networking events to allow informal dialogue with members and other senior level public administrators in metro Atlanta. Networking events include, but are not limited to:
 - Executive Dinner Chat
 - Quarterly meet and greets
3. Develop internship opportunities
 - a) Begin the Pathway to Leadership Internship Pilot Program
 - Establish an internship program between local city and county governments to benefit student members of NFBPA-MAC
 - Obtain written agreements with host cities
4. Further develop the Professional Development Institute (PDI)
 - a) Solicit chapter members and potential corporate sponsors to be the featured speaker.
 - b) Develop PDI sessions that meet the needs of both seasoned and young professionals. Topics including, but not limited to:
 - Managing Up
 - Strategic Planning
 - Green Initiatives
 - Budgeting
 - Human Resources
 - c) PDI sessions will also focus on personal development including, but not limited to:
 - Financial Literacy
 - Retirement Planning
 - Credit 101
 - Networking
 - Providing Effective Feedback
 - d) Partner with local municipalities to host a career fair

Focus Area #3: Increase Community Service and Involvement

In order to be a public administrator, you must FIRST be a servant of the public in which you represent. As executives and managers in the field of public administration, it is vitally important that we engage in community service activities. Engaging in community service activities will not only provide visibility to NFBPA, but it will allow the organization to aid in the areas that are governed by the very individuals in which the organization was founded to support. The following methods can be utilized to meet this goal:

1. Participate in local community service activities (*quarterly*)
 - a) High visibility community service events including, but not limited to:
 - Hosea Feed the Hungry
 - MLK Hands on Atlanta Day
 - Fox 5 Toys for Tots
 - V-103 School Supply Drive
 - Mega church events
 - b) Local government community service events
 - DeKalb County Clean-up Day
 - Riverdale 5K Walk/Run
 - Dexter White Annual 5k Walk/Run
 - c) Non-profit organization community service events
 - Atlanta Food Bank
 - Children's Restoration Network
 - Salvation Army Angel Tree Program
 - United Way

Focus Area #4: Fundraising and Increase Financial Support

In supporting the NFBPA mission and achieving the goals of the MAC, it is vitally important that the chapter develops and utilizes an effective fundraising strategy. In addition, an effective fundraising strategy will aid with chapter and organizational sustainability.

1. Actively pursue corporate sponsorship
 - a) Develop fundraising strategy
 - Target small businesses that provide key services in public administration and related disciplines
 - Increase the utilization of Emerging Leaders as a marketing tool to increase current sponsorship and to solicit new sponsors
 - Develop communication strategy to past, current, and potential corporate sponsors
 - Communicate with sponsors in “down time” and provide results on how sponsorship dollars were utilized
 - Develop corporate sponsor database
 - Appoint a Chair for the Fundraising Committee and actively solicit committee members with fundraising experience
 - Reactivate the Local Corporate Advisory Council
 - b) Develop a chapter fundraising brochure
 - Include various levels of sponsorship
 - Include detailed information on programs and activities that sponsorship will support, including, but limited to financial support of Executive Leadership Institute (ELI) and Mentor Program participants, and monthly chapter events and activities
 - Include detailed demographics on national and chapter members
2. Increase reserve fund for organizational sustainability
 - a) Research and examine methods to invest chapter funds that will provide a return on investment
 - b) Research and apply for grant opportunities
 - c) Deposit a minimum of \$1,000 in the chapter savings account at the end of each calendar year (*contingent upon annual fundraising efforts*)

Focus Area #5: Leverage Technology

Leveraging the full spectrum of technology—from traditional to mobile and emerging technologies—and applying it in a way that is appropriate to market the organization and events and programs that MAC hosts will be important in achieving maximum participation and to increase membership.

1. Revamp the chapter website to make more user friendly and consistent with current website formats
 - a) Develop metrics of website hits for internal purposes and to share with corporate sponsors
 - b) Add live feeds of chapter social media formats
2. Leverage various social media platforms to publicize and promote chapter events and activities
 - a) Increase Facebook likes
 - b) Increase usage of Twitter and establish strategies to maximize publicity
 - Virtual town halls
 - Hashtags for trending
 - c) Increase usage of LinkedIn
 - Solicit connections in public administration and related fields and potential sponsors
 - Start a LinkedIn discussion topic based on our monthly events
 - d) Determine other social media formats for the chapter to establish an online presence
 - e) Create a committee to be responsible for marketing and PR using chapter social media platforms
3. Partner with the National office to revamp the National website
 - a) Develop an event calendar to be utilized by all NFBPA chapters to increase awareness and promote chapters' programs and activities

Focus Area #6: Marketing and Branding

To increase support of the chapter and overall organization, individuals need to understand who NFBPA is and what it does.

1. Create a marketing campaign to “re-launch” NFBPA-MAC to clearly communicate the mission of the organization, including, but not limited to:
 - a) Developing a new logo
 - b) Revamping the current website
 - c) Developing new ways to connect with members
 - Google +
 - d) Developing an elevator pitch
2. Deliver a consistent, professional experience through in-person and online interactions, including but not limited to:
 - a) Marketing materials (flyers, brochures)
 - b) Presentations at professional events
 - c) Chapter website
3. Create loyalty among members and supporters via personalized interactions, including, but not limited to:
 - a) Individual emails
 - b) Individual phone calls
 - c) Member spotlight (via the website)
4. Partner with affinity organizations to cross-promote chapter events and activities
 - a) Affinity groups include, but are not limited to:
 - Urban League Young Professionals
 - National Black MBA
5. Create a signature/exclusive event that distinguishes MAC from other professional development organizations