



ISM—Greater New Orleans, Inc.

Institute for Supply Management

Greater New Orleans, Inc.

MARKETING PLAN

2014-2017

Prepared by:
ISM-GNO, Inc. Board of Directors
October 1, 2014

EXECUTIVE SUMMARY

MISSION STATEMENT:

The mission of ISM Greater New Orleans, Inc. is to advance the supply management profession in the Greater New Orleans area, and to enhance the skills and knowledge of its members and all interested parties.

VISION STATEMENT:

The ISM Greater New Orleans, Inc. will continue to be valued by its members and recognized throughout the region as a credible source of highly trained supply chain professionals offering quality learning opportunities to the members and all interested individuals through:

- Professional affiliation
- Educational forums
- Networking
- Volunteer opportunities that will contribute toward personal and leadership development.

In addition, the affiliate will champion and become fully immersed in the social and economic growth and recovery of the Greater New Orleans area.

MARKETING PLAN:

The primary purpose of the 2014-2017 marketing plan is to increase membership by awareness throughout the business community and to retain current members by ensuring their expectations are being met. The membership target is set at 125 members by 2017, which represents a 20% increase over the membership of 2014 (104 members). The marketing activities will be the responsibility of the current board and future boards in the next 3 years. Many of these activities have been and are currently part of the board members job descriptions.

SITUATIONAL ANALYSIS

This analysis is designed to provide the history, forecast and the strengths, weaknesses, opportunities and threats (SWOT Analysis) of the organization.

History:

ISM-GNO was established in 1924. It is a professional organization comprised of purchasing, materials and supply management professionals. Current membership for ISM-GNO is 104 total members. This is a decrease of approximately 25% from August of 2011. Membership seems to be correlated with the cyclical business climate, particularly from 1999 forward. Hurricane Katrina in 2005 and the subsequent loss of 50% of the population resulted in a nearly equal loss of our membership in terms of percentage. We have witnessed a slow but steady increase back to historical averages and growth in the membership since that time.

ISM-GNO's board has done an excellent job of improving in various areas in an effort to keep the organization viable and healthy. This is a group of knowledgeable, dedicated and professional individuals who are striving toward continuous improvement within the organization. These areas include but are not limited to the following:

- The Association web site was recently updated with a new and improved look.
- The board plans to continue to update the site in the future to keep up with our
- Peers and make this a valuable tool for information and learning. This is an
- excellent marketing tool for the association.
- A calendar of events on the web site keeps members apprised of upcoming meetings, seminars and various training opportunities.
- Periodically changing meeting places while keeping costs reasonable to the association and members. This provides variety as well as options for individuals who may not attend other meetings due to location issues.
- Enhancing the meeting topics and speakers to add more value for the membership. More strategic topics have been introduced. This tends to attract more managers and higher-level individuals in organizations. It also helps non-management individuals aspire towards managerial positions.
- Distinguished Service Award. This is awarded by the president. It is designed to acknowledge exemplary efforts of individuals that provide assistance to the association. It is also designed to draw more members into board positions and/or committee positions.
- Quarterly satellite seminars are free to members and nominal fee of \$25.00 to non-members.
- Eight (8) general membership members held per year including a plant tour when available. There is at least 1 special meeting and the last meeting of the year which includes a special invite to all past presidents and their spouses. These meetings provide excellent networking opportunities.
- Acknowledgement of new members and guests at meetings and in bulletin.
- Recognition of new CPSM designated members at meetings and on the web site.
- The association also provides a service to members and/or member companies that are looking for jobs or purchasing professionals, respectively.

- The annual golf outing in which purchasing professionals, suppliers and their companies participate.
- All board members have the option to attend the ISM Leadership Training Workshops annually.
- Involvement with the local Chamber of Commerce.
- A good mix of board members. There is some continuity of the experienced members that serve in their role for several years as well as new members that are able to contribute new and fresh ideas for the association.

Markets:

The following list comprises the target market of the association:

1. Current and previous members of ISM-GNO.
2. Anyone that works in the Purchasing/Supply Management profession who may or may not be aware of ISM-GNO and the benefits of the association.
3. The Hospitality Industry which comprises the major population of businesses in the Greater New Orleans area.
4. Students of local universities.
5. Professors and/or teachers at local universities in the business colleges.
6. Managers of members that are not members themselves.
7. Universities and colleges that may or may not offer Supply Management classes/curriculum.
8. Companies that specialize in the sale of products or services that have a Purchasing or Supply Management department without membership in the association.

ISM-GNO has membership from most of the markets mentioned previously. However, there needs to be a greater effort to maintain members, participate more with the local colleges and universities, and convey our vision and mission to the managers of members who do not participate themselves in the association. This knowledge of ISM-GNO will create awareness, promote networking, job placement, and increased attendance at meetings and increase membership.

History of ISM-GNO Programs:

The basic format of ISM-GNO program has changed over the past few years. The monthly dinner meetings are held at popular locations around the area and there are noticeable upgrades to menu options as well. We now average 20 - 25 members in attendance at our dinner meetings. This represents 10% of our membership that attends our monthly dinner meetings on average, an opportunity for improvement

Membership surveys are conducted via our online meeting registration tool CVENT. It is a low cost way to give the members a voice and ensure that the association is meeting its member's expectations. Another way to ensure current memberships' expectations are met is through an annual survey. This survey will be administered through CVENT at the end of the fiscal year to help the board prepare for the next year.

Strengths, Weaknesses, Opportunities, and Threats (SWOT):

The following analysis is a self-evaluation of ISM-GNO. It assists in identifying internal factors of the organization (strengths and weaknesses) as well as the external factors of the organization (opportunities and threats). The identification of these specific areas will help the organization focus on necessary issues.

| SWOT ANALYSIS | |
|---|---|
| Internal Factors | External Factors |
| Strengths | Opportunities |
| The board is in good shape. A good mix of new board members as well as continuing board members | Large number of underserved purchasing professionals in the area |
| The average board member has a tenure of approximately 3-4 years | Hospitality Industry represents tremendous growth potential for the association |
| Highly trained and professional volunteers | Change in tax status from 501(c)(6) to 501(c)(3) would bring in additional funds from corporate donations |
| Membership numbers are improving | Adding ISM-GNO sponsored 4 part seminar this year. |
| High attendance at special meetings | Leadership Training Workshop offered for 2014-2015 board |
| Cooperation with other professional organizations is promising (Chamber of Commerce, APICS). | Prove supply chain management value to prospective member companies |
| Number of volunteers has increased | |
| Weakness | Threats |
| | Low attendance of seminars and plant tours |
| | Overall downturn in the economy |

OBJECTIVE AND GOALS

The ISM-GNO Board and Committee Chairs have established these goals and objectives for the years 2014-2017. The plans for 2014 will be reviewed and updated, accordingly for 2015 and 2016.

| Goal/Objective | Measureable Target |
|--|---|
| Increase membership(104 members for 2014-15) | # of members(including paying, non-paying and lifetime)125 by Jan 1 2017 Add 10 corporate memberships or new companies in 2014-15 |
| Increase membership participation in committees | For each committee, at least 2 non-board members participate |
| Improve networking | # of members participating in general meetings 8 meetings with 20 attendees # of networking exercises or icebreaker Welcome new or potential members |
| Increase number of certified members(including supplier diversity) | # of certified members |
| Increase educational opportunities | # of satellite seminars # of continuing education certificates at meetings # of certification courses offered Consider live full day seminar Consider offering webinars presented by affiliate members to members |
| Achieve 501(c)(3) status | Make filing by Jan 2016 |
| Achieve affiliate excellence status | Complete application by July 2015 |
| Get feedback from surveys | Networking event successes |
| Offer public educational opportunities presented by members | Members make presentations/discussion forums at universities/companies Host social media site for supply management topics |

MARKETING STRATEGY

Target Markets for ISM-GNO:

ISM-GNO will concentrate on these market segments. People from these 5 segments are in our membership and service area.

1. Supply management professionals and others who are members of ISM-GNO and ISM and utilize any of the ISM and ISM-GNO programs and services.
2. Supply management professionals and others who are not members of ISM and ISM-GNO, but who use some of the ISM and ISM-GNO products and services.
3. The Hospitality Industry to include Supply Management professionals at Hotels, Convention Facilities, Restaurants, local tourism establishments.
4. Supply management professionals and others who are not members of ISM and ISM-GNO and have little to no knowledge of the organization, its purpose or its services.
5. Members of academia who are in contact with ISM and ISM-GNO and are actively involved with the profession as educators, teachers or consultants.
6. Universities, colleges and community colleges that do not offer academic work in supply management and associated business topics.

Price:

We will continue to keep all prices as reasonable as possible. It is anticipated that membership fees will not be increased over the next year. Satellite seminars are free to members and only \$25.00 to non-members. Monthly dinner meeting meal cost has been added to the annual dues. This has proven to be a big boost to monthly attendance.

SUMMARY

This strategic plan has been developed for the years 2014-2017. This is a working document and must be updated at least once per year. The purpose is to generate ideas in an effort to increase new membership and retain current membership. In addition to increased membership and retaining current members, more attention needs to be focused on certification of members. The CPSM designation indicates a commitment to continuing education by members who hold such title. One of the primary reasons for the establishment of ISM-GNO is to promote education within the community we serve.