

CEFPI 2013 Strategic Plan



2013 Strategic Plan Summary

Prelude to Opportunity

The 2013 CEFPI Strategic Plan defines the organization's direction and opportunities that lay ahead. This plan is designed to take CEFPI through the next 3-5 years and position the association to carry forward its relevant mission well into the future.

The Planning Team developed three main strategic areas of focus for the association: Branding, Membership and Internal Structural Support. They are listed in order of priority, as determined by the team. Given their significance, CEFPI will be directing its efforts to accomplishing increments of these areas until we achieve the chosen goals.

Method

The three strategic areas of focus were established at a Strategic Planning meeting which included the CEFPI Board of Directors as well as representatives from all regions and the UK. Beginning with advance assignments that were completed prior to the meeting via electronic media, Members Connect, the process encompassed a month-long dialog. During that time the team offered visionary discussions regarding CEFPI and the industry we serve, as well as strategy discussions which would ultimately position us to initiate our work at the face-to-face meeting.

The Strategic Planning Team meeting took place in Pittsburgh, PA in conjunction with the CEFPI Northeast Regional Conference on April 17th, 2013. The daylong work session was packed with intense discussion and exercises intended to flesh out the details of the three main areas of focus. There was also a comprehensive review and evaluation of areas of accomplishment of the current strategic plan from 2010. Some components in the new three areas of focus were derived from elements of the 2010 plan. An incredible amount of work went into this blueprint for the future and the participants are to be commended for their tireless efforts.

Implementation

In order to achieve the goals and objectives that are inherent within the three main areas, a work plan has been drawn up which will be maintained by the CEFPI Leadership. The work plan outlines the necessary tasks to be completed including shifting priorities, restructuring our committees and realigning our focus enabling us to achieve these initiatives. Within the next two years, it is our intent to accomplish these areas of focus that will serve as the priorities of the association and its leadership.

Strategic Areas of Focus

Strategy One - Branding

Rebrand or establish a brand, which better reflects our mission, vision and belief statements.

- Develop a common message
- Embrace a "global" presence (as opposed to "international")
- Employ transparency of decision-making through all levels of the organization

Strategy Two - Membership

- Develop and acquire more content
- Establish and support local chapters and direction
- Involve testimonials – local story telling
- Define the stakeholders

- Promote membership needs/outreach to professional associations
- Align with university schools of architecture and education

Strategy Three – Internal Structural Support

- Create methodology to embrace continuous change and innovation through organizational structure, leadership and communication
- Leadership development
- Leadership recruitment
- Leadership sustainability
- Leadership selection
- Establish processes to increase interaction at all levels
- Re-evaluate chapter/regional structure
- Analyze and reform committee structure

Team Participants

Board of Directors
 Irene Nigaglioni – Chair, Executive Committee
 David Edwards – Past Chair, Executive Committee
 David Waggoner – Vice-Chair, Executive Committee
 Dan Mader – Chair-Elect, Executive Committee
 Judy Hoskens – Midwest Great Lakes Region
 David Schrader – Northeast Region
 Steve Olson – Pacific Northwest Region
 Wayne Roberts – Southeast Region
 Scott Layne – Southern Region
 Julie Barrett – Southwest Region
 Andrew Bunting – Australasia Region
 John Wheatley – Canada

Regional Representatives

Franklin Brown – Midwest Great Lakes Region
 Melanie Drerup – Midwest Great Lakes Region
 Troy Glover – Midwest Great Lakes Region
 Rob Pillar – Northeast Region
 Phil Poinelli – Northeast Region
 Renee Alexander – Pacific Northwest Region
 Eric Allen – Southeast Region
 Kerri Ranney – Southern Region
 Bill Gould – Southwest Region
 Neil Logue – United Kingdom CEFPI Chapter
 Terry White – United Kingdom CEFPI Chapter

Staff Representatives

John K. Ramsey – CEO

Michelle Mitchell – Director of Operations

Barbara Worth- Director of Strategic Development/Southeast Regional Director

Carla Terian – Director of Meetings/Southern Regional Director

Janell Weihs– Northeast/MidWest Great Lakes Regional Director

Donna Robinson – Pacific Northwest/Southwest Regional Director

Edi Francesconi- Administrative Assistant