
SHRM Savannah 2022 - 2026 Strategic Plan

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Mission

The mission of the Savannah SHRM chapter is to provide professional growth and development opportunities to create, build, and sustain a strong, network of HR peers in a collaborative environment through education, networking, and support to enhance and advance the HR profession.

Vision

The vision of the Savannah SHRM chapter is to be recognized and respected as the premier organization for HR professionals in the Savannah and Coastal Empire area that elevates and connects HR professionals as a strategic business partner through development, networking, and community service initiatives

Strategic Initiatives

Chapter Programming: To continuously strive to be innovative and provide meaningful and relevant educational meetings and events for chapter members

Membership: To grow, engage and retain our membership and become a 100% dual membership chapter

Volunteers: To develop and grow the skills of chapter members and volunteers to create a pipeline for succession planning for board membership

Marketing: To increase visibility and digital footprint for SHRM Savannah

Community Partnerships: To develop a broad base of relationships with community business partners, colleges and technical schools across Savannah and the Coastal Empire to further our mission and enhance the membership experience.

Workforce Readiness: To support the initiatives of the SHRM Foundation to include Untapped Talent - Getting Talent Back to Work, Veterans at Work, Employing Abilities @ Work, Aging Workforce, Opportunity Youth, & Workplace Mental Health & Wellness

Strategic Goal #1 Improve Board Communication & Membership Satisfaction

Objective 1A: To increase membership by 25% each year for the next 5 years through 2026

Strategic Action

1. Create, establish, and implement a Membership Marketing Plan to recruit new members and retain existing members to include targeting expired and SHRM At-Large members.
2. Create, establish, and implement a Membership Engagement Plan to recognize and retain members to increase the membership retention rate to 100%.
3. Create, establish, and implement an Emerging Professionals Membership Engagement Plan to recognize and retain members who are Emerging Professionals.
4. Attract and retain members who are the top-level HR professional within the company with a desired goal of being 15% of our membership by 2026.
5. By 2026, 85% of membership will have an HR Certification designation.

Objective 1B: Grow Chapter membership

1. Make personal contact with each member that did not renew
2. Hold after hour membership drive socials, inviting HR professionals including at-large members to one event
3. Hold summer membership drive during July
4. Pursue brand exposure for increased business presence
5. Encourage HR undergraduate & graduate students to become professional members after graduation

Objective 1C: Improve communication between the Board and members

Strategic Action

1. Develop a monthly “e-newsletter” for member distribution
2. Increase utilization of SHRM social media platforms
3. Continuous feedback solicitation through Board members and email
4. Request member feedback from each meeting

Strategic Goal #2 Volunteers

Objective 2A: To increase volunteers by 20% each year for the next 5 years through 2026

Strategic Action

1. Create, establish, and implement a Volunteer Recruitment, Engagement and Recognition Program to focus on volunteer engagement, Board Succession, and volunteer recognition. (i.e., Board recognition program, Volunteer recognition program, succession planning, board orientation & training, recruitment process, etc.)
2. To attract and retain volunteers to chair each committee (SHRM Foundation, Membership, College Relations, Diversity, Professional Certification, Sponsorship, Programming, Government Affairs)
3. To attract, retain and train members to serve on the Board
4. Increase the number of volunteers for committees
5. Ensure volunteers attend all VLBM meetings during the year

Objective 2B: Improve networking opportunities

Strategic Action

1. Establish formal committees to assist the core leadership areas and Board initiatives
2. Solicit membership participation on established committees at a chapter meeting
3. Revise “new member orientation”
4. Offer after-hour informal gatherings for members and potential members
5. Offer Coffee Talk in areas surrounding Savannah
6. Establish a formal mentoring program
7. Offer meaningful networking activities at chapter meetings

Strategic Goal #3 Marketing

Objective 3A: Create and implement sales and marketing strategies to increase brand awareness and visibility throughout the Savannah, GA & Coastal Empire business community.

Strategic Action

1. Create, establish, and implement a chapter marketing plan to support the initiatives of the chapter to include guidelines for usage of logo, templates, etc.
2. Create, establish, and implement a social media plan to support the initiatives of the chapter to include guidelines for usage of logo, templates, etc. and increase visibility and engagement on LinkedIn, Facebook, Instagram, Twitter, etc., to attract new member, sponsors, and speakers
3. Create, establish, and implement a PR plan to support the initiatives of the chapter to include guidelines for usage of logo, templates, etc.

Objective 3B: Generate revenue to support chapter initiatives

Strategic Action

1. Research strategies to increase income while not increasing membership dues
2. Reduce expenses related to non-attendance of chapter meeting registrants
3. Implement revenue generating strategies to cover expenses
4. Develop a sponsorship structure

Objective 3C: Create a more interactive and visibly appealing website

Strategic Action

1. Update website to increase traffic

2. Utilize metrics

3. Tie website to social media platforms

Strategic Goal #4 Community Partnerships

Objective 4A: Create opportunities to partner with other organizations to expand our network and provide supplemental revenue for the chapter

Strategic Action

1. Create, establish, and implement a Business Partner Expansion Plan to grow partnerships.
2. Create additional non-dues revenue opportunities to supplement the revenue of the chapter and increase donations given to the SHRM Foundation. (i.e., SHRM Savannah Directory, electronic partnership opportunities, enhancement of the Career Center, etc.)
3. Create, establish, and implement an in-house Non-Profit Spotlight Program to promote small/grassroots non-profits to the chapter membership and how companies can support these organizations.

Objective 4B: Improve visibility within the community

Strategic Action

1. Contact various media outlets to determine advertisement opportunities including print and online
2. Research potential media inclusions that are free of charge
3. Promote award recipients (ex. HR Professional of the Year, Diversity program award, student scholarships)
4. Submit articles regarding SHRM community involvement

Objective 4C: Increase community service

Strategic Action

1. Research non-profit organizations that may relate to the HR profession
2. Contact organizations to determine need
3. Align with other professional organizations for further support
4. Identify the organization with which to partner
5. Offer a program staffed by SHRM volunteers

Strategic Goal #5 Chapter Programming

Objective 5A: Provide enriching and diverse programming that helps to promote HR initiatives and serve to grow and develop HR professionals in all levels of their careers

Strategic Action:

1. Increase the number of offerings of educational content to include chapter meetings, special events and webinars. Include multiple ways to obtain the content (i.e., recording chapter meetings and offering content and a discount, etc.).
2. Create, establish, and implement diverse marketing efforts for chapter meetings to achieve a yearly average of 20% of membership in attendance by 2026.
3. Create, establish, and implement a diverse Speaker's Bureau to attract a variety of diverse speakers and topics for chapter events and conferences.
4. Create, establish, and implement a Quarterly Executive Forum dedicated to Senior HR Leaders for educational discussion and advisory to content for chapter events.

Objectives 5B: To host educational sessions with engaging speakers on highly valued topics

Strategic Action

1. Research up and coming topics
2. Research speakers who have had success for other SHRM chapters
3. Develop a speaker bureau list for chapter meetings, events and annual conference
4. Pursue topics relevant to the varying levels and specialties of the HR community
 5. Pursue topics that should certify for HRCI credits
 6. Host national speakers for the SHRM Annual Conference
7. Expand SHRM Annual Conference to include “tracks” for various interests
 8. Research the feasibility of a PHR/SPHR study group