

INDIANA CORRECTIONAL ASSOCIATION

YEAR STRATEGIC PLAN

2010

Goals & Objectives

Membership

Goal: Grow the value of ICA membership and increase the number of members.

- Implement and evaluate payroll deductions for payment of membership dues.
- Conduct annual membership drive.
- Increase membership by 20%.
- Organize at least one additional student chapter at a college/university/high school offering a Criminal Justice program.
- Expand use of electronic media.
- Assess life member program.

Conferences/Professional Development

Goal: Provide quality educational opportunities at all ICA conferences in a cost effective manner.

- Maintain quality of speakers and presentations at Annual and Regional ICA conferences.
- Increase value for corporate partners to participate in conferences.
- Network and list other relevant training opportunities/conferences.
- Develop professional development training opportunities.

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Goals & Objectives

Governance/Administration

Goal: Continually improve and modify, as necessary, governance and administrative processes to meet the changing needs of the Association.

- Explore options for staff support.
- Develop new leadership for the Association.
- Develop training and mentoring program for new officers, directors, and chairs.

Public Education/Awareness

- Identify, define, collect information, and develop messages on relevant issues in corrections.
- Develop a marketing strategy to communicate messages to the public.

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Action Items

Membership

Goal: Grow the value of ICA membership and increase the number of members.

- Implement and evaluate payroll deductions for payment of membership dues.
 - Follow up with Commissioner Buss by 7/1/09 (Chairman of the Board)
 - Secure State Auditor approval by 8/ 1/09 (Treasurer)
 - Begin with largest agency, State of Indiana by 9/1/09 (Treasurer)
 - Market payroll deduction at '09 Fall Conference and in '09/10 publications (Membership Chair)

- Conduct annual membership drive.
 - Establish membership drive committee by 10/9/09 (Membership Chair)
 - Develop membership drive strategy by 11/1/09 (Chair/Committee)
 - Execute strategy by 12/1/09 (Chair/Committee)

- Increase membership by 20%.
 - Market payroll deduction – on-going (Membership Chair)
 - Identify three additional professional organizations where we can trade vendor booth space and cost by 1/10 (Membership Chair)

- Organize at least one additional student chapter at a college/university/high school offering a Criminal Justice program.
 - Identify and contact three potential schools by 1/10
 - Register students (10) and one sponsor by 2/10 (President)
 - Submit application to ACA by 4/10 (President)
 - ICA delegate attend ACA membership committee meeting by 8/10 (Delegates)

- Expand use of electronic media
 - Explore options and cost of outside webmaster by 12/09 (President)
 - Offer members choice of option to receive electronic version only by 1/10
 - Provide presentation to Board of My Space, Facebook and Links by 8/09

- Assess life member program
 - Determine current number of retiree status members by 1/10 (Membership)

- Project number of lifetime members during next five years by 1/10 (Membership)
- Make recommendation to continue or discontinue lifetime membership based on projected cost and value of benefit by 2/10 (Membership)

Conferences/Professional Development

- Maintain quality of speakers and presentations at Annual and Regional ICA conferences.
 - Execute Conference Planning Manual directive and maintain budget to attract quality speakers on ongoing basis (Conference Chair)
 - Coordinate Regional Conference Committee and Annual Conference Committee to establish the theme among the agenda and speakers of the same-year conferences by 12/1/09 (Conference Chair)
 - Maintain the standard of speakers who are degreed or certified/licensed on ongoing basis (Conference Chair)
- Increase value for corporate partners to participate in conferences.
 - Survey corporate sponsors/exhibitors for input by 11/09 (Corporate Committee).
 - Explore options for sponsorship (advertising/website/conferences) by 12/09 (Corporate/Finance Committee)
- Network and list other relevant training opportunities/conferences
 - Contact other associations for mutual trainings/conferences by 1/10 (President-Elect)
 - Compile other association and certified trainings for listing in Comment and website on ongoing basis (Editor/Leadership)
- Develop professional development training opportunities
 - Assess the possibility of having an ICA Professional Development training program by 1/10 (Leadership).

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Governance/Administration

- Explore options for staff support.
 - Assess five year association revenue and expense history by 4/1/10 (Finance Committee).
 - Review Executive Director job description and compare to Association needs by 4/1/10 (executive Committee).
 - Assess additional needs for staff support, e. g., for technology, newsletter by 4/1/10 (At-Large Directors).
 - Prepare recommendations for future direction and for 2011 (October 2010) budget by 6/1/10 (President-Elect).

- Develop new leadership for the Association.
 - Assess viability of developing a leadership academy for potential and new leaders, e. g., officers, committee members, etc. by 12/1/09 (President).
 - Develop recruiting process for new leaders by 3/1/10 (Regional Directors).
 - Secure necessary resources and develop leadership academy by 3/1/10 (At-Large Directors).
 - Identify participants in first leadership academy class by 9/1/10 (Regional Directors).
 - Implement leadership academy and start first class by 11/1/10 (Regional Directors).

- Develop training and mentoring program for new officers, directors, and chairs.
 - Identify role of prior officers and chairs as mentors by 6/1/10 (Past President).
 - Identify role of life member as mentors by 6/1/10 (Membership Chair).
 - Assess and revise transition meeting agenda to meet Association requirements by 6/1/10 (President-Elect).
 - Publish revised transition meeting agenda in fall newsletter by 6/1/10 (Newsletter Editor).

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Public Education/Awareness

- Identify, define, collect information, and develop messages on relevant issues in corrections.
 - Establish a Resolutions Committee by 11/1/09 (Resolutions Chair)
 - Identify, define, collect information and identify one proposed message or talking point by 1/1/10 (Resolutions Committee)
 - Refine Data and present Proposed message to ICA board for ratification.(Resolutions Chair, Committee)
 - Refine Data and present Proposed message to ICA board for ratification.(Resolutions Chair, Committee)
 - Call for discussion on the message presented for May Board meeting on 5/20/10 (President)
 - Call for a vote on the Message on 5/20/10, determine if the message should be released as presented or with modifications, or if it should be sent back to committee and tabled until the next board meeting (ICA Board)
- Develop a marketing strategy to communicate messages to the public.
 - Develop marketing strategy by 6/16/10 (Resolutions Chair, Committee, Media)
 - Develop a mailing list Digital and Postal of county officials, new dispatches, Superior courts, county jail administrators and state penal facility Superintendent's (Through and With Central office approval) by 7/1/10 (Resolutions chair and committee, Director of Institutions)
 - Publish approved message in the ICA Comment and put on website. And distribute to identified areas above by 9/1/10 (Resolutions Vice President, Editor, Webmaster)