

**Theme 1: Grow/Develop Membership - Improve membership quality, diversity and involvement.  
Membership Champions: Membership, Academic, Education, Programs, and Marketing Committee.**

Objectives	Strategies	Implementation - Key Action Steps	Evaluation Method - Measurement	Status / Progress	Timeline to Complete	Comments
1A. Target more Contractors, Architects, and Student Members.	<p>1Aa. Contractors – Engage company principals through relationships and trade associations.</p> <p>1Ab. Architects - Engage company principals through relationships.</p> <p>1Ac. Students – Academic Affairs Committee engaging A/E/C/College programs.</p>	<p>1Aa. Reaching out to:</p> <ul style="list-style-type: none"> <li>- AGC</li> <li>- ABC</li> <li>- DBIA</li> <li>- Subcontractors</li> <li>- Independent firms</li> </ul> <p>1.Ab. Collaborating with:</p> <ul style="list-style-type: none"> <li>- AIA</li> <li>- DBIA</li> <li>- USGBC</li> <li>- Interior Designers</li> <li>- Engineers</li> </ul> <p>1Ac. Organizing students chapters at:</p> <ul style="list-style-type: none"> <li>- Ball State CAP</li> <li>- IUPUI</li> <li>- PU</li> <li>- ISU</li> </ul>	<p>1Aa. Recruit 5 new members from these groups per year.</p> <p>1Ab. Monthly attendance from each group.</p> <p>1Ac. Targeted minimum 10 student members at each campus.</p>	<p>1Aa and 1Ab. The Membership Committee has targeted 6 top contractors and 11 top architecture firms with no CSI members. These targets have been divided between the Membership and Marketing committee members who have taken the challenge for recruiting from these 1Ac.</p>	<p>Monthly updates</p>	
1B. Promote CSI Membership Values	<p>1Ba. Effective promotion Flyers and programs in which the members are interested.</p> <p>1Bb. Diversify Education webinars /workshops &amp; Programs (CEUs)</p>	<p>1Ba. Mentoring Programs matching mentors with the members that need guidance in developing a career.</p> <ul style="list-style-type: none"> <li>- Professionals</li> <li>- Emerging Professional</li> <li>- Students</li> </ul> <p>1Bb. Incorporate non-traditional topics for programs &amp; education seminars (CEUs)</p>	<p>1Ba. Total of 20 mentors for various groups.</p> <p>1Bb. Improve attendance by 10% per session.</p>	<p>1Ba. Learn what printed materials we can get from CSI National Learn what we have used in the past</p> <p>1Bb. Use mentoring and career development as a recruitment strategy. Establish mentoring guidelines. Survey mentors and students to measure the success of the program.</p>	<p>1Ba: By end of FY 2014-15</p> <p>7/31/2017</p>	<p>Education and Program Committees</p>

**Theme 2: Promote our educational opportunities – Program enhancements, Define what education or Program is.  
Champions: Education, Program and Certification Committees**

Objectives	Strategies	Implementation - Key Action Steps	Evaluation Method - Measurement	Status / Progress	Timeline to Complete	Comments
2A. Diversity of Contents to increase meeting attendance	2Aa. Think outside of box to spice up our typical meetings with non-traditional topics for programs & Educational Seminars.	2Aa. Conduct meeting in non-traditional format In lieu of Committee Chairs, Members take ownership of the meeting with programs that encourage “Team Participatory” activities.	2Aa. Improve the attendance by 10% in the first 18 months.		2Aa. By the end of FY 2015-16	
2B. Increase Participation in Certification Program	2Ba. Promote certifications to Facility Owners as the indicator of quality assurance of professional capabilities.	2Ba. Educate the facility owners about the value of certification with actual Case Studies as part of the education materials.	2Ba. Increase Owner endorsements by three (3) facilities.		2Ba. By the end of FY 2016-17	
	2Bb. Promote Certification programs to members as means of separating them from peers.	2Bb. A/E members to lead by example on taking certifications and encourage the contractors on their projects to get certified.	2Bb. Increase certified A/E members by 10%.		2Bb. By the end of FY 2016-17	

**Theme 3: Develop long term financial plan to increase revenue to sustain/improve our long-range fiscal position**  
**Champions: Chapter Treasurer and Sponsorship Committee**

Objectives	Strategies	Implementation - Key Action Steps	Evaluation Method - Measurement	Status / Progress	Timeline to Complete	Comments
3A. Increase long term sponsorships	<p>3Aa. Promote the great values of being long term CSI Chapter Sponsors</p> <p>3Ab. Develop unique &amp; fun fundraiser and events for sponsorships opportunities. (Non-traditional formats that set our event apart from others)</p> <p>3Ac. Diversify programs (seminars and workshops) that are fun and Educational to increase fee-paid attendance.</p> <p>3Ad. More promotions – Early and often. Collaborate with Marketing Committee for early promotion.</p>	<p>3Aa. Develop an effective sponsorship benefit package for all levels of sponsorships.</p> <p>3Ab. Sponsorships and Team Entry Fees for:                      - Golf Outing                      - Trade Show</p> <p>3Ac. Fee for Seminars and Workshops</p> <p>3Ad. Develop effective flyers for early distributions via various publications- Building Excellence, CSI Websites, Constant Contact Event registration, etc.</p>	<p>3Aa. sponsorships for all levels</p> <p>3Ab. Fund raising goal:                      Golf Outing \$                      Trade Show \$</p> <p>3Ac. Total Goal of:                      \$1,000 (???)</p> <p>3Ad. Increase attendance by 10%</p>		<p>3Aa. By the end of FY 2015-16</p> <p>3Ab. By end of FY 2016-17</p> <p>3Ac. By end of FY 2015-16</p> <p>3Ad. By end of FY 2015-16</p>	
3B. Recruit long term Student Sponsorships	3Ba. Develop Student Sponsorship Benefit package that outline both short and long term benefits.	3Ba. Matchmaking for the sponsors and their students to have a meaningful relationship and nurture their future employees.	3Ba. 10 Sponsors for 10 Students		3Ba. By end of FY 2014-15	3Ba. Review with Academic Committee Chair.
3C. Increase donations to CSI Foundation.	3Ca. Promote the values of donating to CSI Foundation	3Ca. Encourage members' Legacy/Estate Planning by naming scholarship after significant endowments.	3Ca. Increase donations by 10%		3Ca. By end of FY 2015-16	

**Initiative 4: Develop and implement a marketing strategy – Promote CSI “Brand”, Membership Value Awareness  
Champions: Marketing Committee collaborate with other Committees**

Objectives	Strategies	Implementation - Key Action Steps	Evaluation Method - Measurement	Status / Progress	Timeline to Complete	Comments
4A. Promote CSI Indy “Brand” through Enhanced Marketing to Raise the awareness of CSI Indy Chapter - Telling Our Story	4Aa. Promote awareness by communities and industries of CSI Indy Chapter.	4Aa. Promote CSI Indy Chapter as quality professional organization that is family friendly and fun to be a member of.	4Aa. Over 65% of Indy Chapter members are aware of the new Brand.		4Aa. By end of FY 2014-15	
	4Ab. Utilize free Publications – Get in “Building Excellence” and others.	4Ab. Publish monthly articles in Building Excellence, Newspapers, & other publications.	4Ab. Monthly articles and announcements of Chapter activities.		4Ab. By end of FY 2014-15	
	4Ac. Utilize CSI web presence and social media for mass dissemination of CSI information.	4Ac. Timely dissemination of CSI events & announcements thru Chapter website and social medias available.	4Ac. All Announcements are posted and published in a timely manner.		4Ac. By end of FY 2015-16	
	4Ad. Develop a video marketing program to tell “Our Story”	4Ad. Publish the monthly video in timely fashion with specific topics: Member Spotlight, Feature Events & Special topics.	4Ad. Annual evaluation of the outcome of the Video Program.		4Ad. By end of FY 2014-15	

**Theme 5: Improve Communication – Enhance Chapter Communications both Internal and  
Champions: Chapter President to Designate Champions from Various Committees**

Objectives	Strategies	Implementation - Key Action Steps	Evaluation Method - Measurement	Status / Progress	Timeline to Complete	Comments
5A. Improve internal communication between Leadership and members	5Aa. Maintain & Update member data base and roster.	5Aa. Monthly update Member Roster and available on Chapter website.	5Aa. Members can easily access and use the roster on line and printout hard copies.		5Aa. By end of 2014-15	FY
	5Ab. Develop efficient and effective Communication materials.	5Ab. Place information flyers on each table during monthly meetings; mass-e-mailing.	5Ab.	5Ab. In progress.	5Ab. By end of FY 2014-15	
5B. Improve external communications with outside organizations	5Ba. Conduct joint meetings	5Ba. Joint meetings with: - AIA - IIDA - DBIA - ASHE/ISHE - IFMA Indy - BOMA - USGBC - NAWIC - DHI	5Ba. 3 joint meetings or events per year.	5Ba. In Progress	5Ba. By end of FY 2016-17	
	5Bb. Share Calendars with partner organizations	5Bb. Share calendars with the other organizations and invite them to attend CSI events.	5Bb. Easy access by partner organizations for CSI events by the end of FY 2014-2015.		5Bb. By end of FY 2016-17	
	5Bc. Effective utilization of Chapter website	5Bc. Educate members on what the website can do for them and how to use it.	5Bc. All members are well versed with navigating CSI website.		5Bc. By end of FY 2014-15	
	5Bd. Encourage the participation of Chapter social media.	5Bd. Educate members on what social media are available and how to use	5Bd. 50% of members are familiar w/ Chapter’s social medias.		5Bd. By end of FY 2014-15	

**Theme 6: Develop and implement a leadership training program – Increase Committee Participation, Improve Business Meetings & Committee Announcements**  
**Champion: Chapter President**

Objectives	Strategies	Implementation - Key Action Steps	Evaluation Method - Measurement	Status / Progress	Timeline to Complete	Comments
6A. No more "Committees of One"	6Aa. President to work with Committee Chairs to recruit committee members.	6Aa. Committee Chairs to build teams for each committee.	6Aa. No more "Committees of one".		6Aa. By end of FY 2014-15	
	6Ab. Publish "Want Ads" on Chapter Website, distribute flyers on tables at Chapter Meetings & in Chapter Monthly newsletters.	6Ab. Clarify each committee's functions and tasks.	6Ab. Members are aware of the functions of each committee.		6Ab. By end of FY 2014-15	
6B. Maintain/Improve Leadership, Mentoring & Training	6Ba. Refer to Administrative Guide and Educate Committee Chairs on their duties	6Ba. President to advise all Committee Chairs of the Administrative Guide and their duties	6Ba. Committee Chairs aware of expectation & the available tools for executing their duties.		6Ba. By September of each year.	
	6Bb. Update Wiki, Mentoring, training.	6Bb. Update Wiki, Mentoring and Training Protocols.	6Bb. All documents are updated and available on Chapter website.		6Bb. By end of FY 2014-15	
6C. Leverage Great Lakes Region CSI Resources	6Ca. Distribute link to Education/Program Committee Chairs to make aware of the available GLR resources at GRL level.	6Ca. Designated GLR Liaison to advise appropriate Committee Chairs of GLR resources	6Ca. Committee Chairs effectively utilize GLR resource for their needs.		6Ca. By end of FY 2014-15	