



Board Strategic Planning Objectives – January, 2012

Conference

Board Member Assignments:

Rhonda Covarrubias, David DeJonge

Action Steps (High priority):

Keep Ethics CPE
Incentive for regular sponsors
Seating by topics at Monday Lunch
Bead contest
Photo/Daily slideshow
Laptop – check email, update web data
Photo booth
Website information (Mealtime demo)
More DC emphasis
Drawing at end of conference
Gift to committee members
Recognize volunteers at Monday lunch

Action Steps (Low priority):

Daily paper
Employer “track”/webinars

Education

Board Member Assignments:

Karen Carraher, Art Hewig, Beulah Auten

Action Steps (High priority):

Webinars
Newsletter
Create a committee
Participating employer webinars/training
Pension 101 Roadmap

Action Steps (Medium priority):

Pension 101 course

Action Steps (Low priority):

Email news clips

Membership

Board Member Assignments:

Michelle Camuglia, Glenna Musselman, Rhonda Covarrubias

Action Steps (High priority):

Establish a committee
Emphasize states without members
Deleted members – where are they?
Referral discounts
Individual vs. System membership
Define target audience
Retiree group

Action Steps (Medium priority):

Survey members for ideas

Financial Advocacy - GASB

Board Member Assignments:

Karl Greve, Michele Nix, Michelle Camuglia, Karen Carrraher, Glenna Musselman

Action Steps (High priority):

Set up ongoing committee

Action Steps (Low priority):

White papers

Financial Advocacy - Other

Board Member Assignments:

Art Hewig, KC Tran (?), Luke Huelskamp (?)

Action Steps (High priority):

Set up ongoing committee on tax and legislative issues

Action Steps (Low priority):

White papers

Website Development

Board Member Assignments:

Michele Nix, Karl Greve, David DeJonge

Action Steps (High priority):

RFP repository

Member questions pushed from site

Member profile (photo)

System data (CAFR link, auditor, actuary, etc.)

Discounts for conference for those who update information on web

RSS

Highlight monthly member profiles

Webinars (education objective)

Advertise Conference

Action Steps (Medium priority):

Updated links

Job opportunities

Action Steps (Low priority):

Facebook, LinkedIn

Member forum for sponsors

Other

Board Member Assignments:

Michele Nix, Rhonda Covarrubias

Action Steps (High priority):

Update bylaws