

CFA Society of Iowa Strategic Plan for 2009 – 2010

Mission of the CFA Society of Iowa

The mission of the CFA Society of Iowa is to lead the investment profession in the state of Iowa, and to maximize value for current and future members.

Multi-Year Strategic Objectives

1: Life Long Learning

The vision of life long learning of CFA Iowa is to be the premier facilitator of educational programming and speaker luncheons for investment capital professionals in the state of Iowa. The mission of life long learning of CFA Iowa is to continue to provide, to members and guests of CFA Iowa, high quality speakers with topics relevant to the investment capital profession.

2: Virtual Relations (Technology)

Ensure the CFA Society of Iowa website is a useful tool for all constituencies, including members, candidates, media and community. Develop the website's design to be consistent with the CFA brand and be an extension of the Iowa Society's image. Continue to improve the website as our interaction with the members, candidates, and community we represent and serve.

3: Branding

The overarching Branding strategy is specifically to objectively enhance and improve the value of the CFA Charter throughout the region, in order of importance, to the relevant current major employers of CFA Members, prospective employers of CFA members and the overall professional (CPA, Legal, Medical) and High Net Worth constituencies.

4: Outreach

Ensure the CFA Society of Iowa enlarges presence among investment professionals in the state of Iowa.

Strategic Objective # 1: Life Long Learning

Overall Strategic Objectives

The vision of life long learning of CFA Iowa is to be the premier facilitator of educational programming and speaker luncheons for investment capital professionals in the state of Iowa. The mission of life long learning of CFA Iowa is to continue to provide, to members and guests of CFA Iowa, high quality speakers with topics relevant to the investment capital profession.

Specific Objectives

- Programming speakers that cover the key topics relevant to the large majority of members.
- Programming speakers that cover multidisciplinary topics relevant to the majority of members. This includes speakers who don't fit the typical economist/equity/fixed income profile, but who may actually provide more insight because of background, experience, and broad perspective.
- Environment/venue that is comfortable and provides high quality food at a reasonable price.

Milestones

- Continued attendance by active members who are reasonably engaged and who have chosen to regularly (5 or more per year) participate in programming luncheons.
- New attendance by passive members who are modestly engaged and who have chosen to sporadically (2 – 4 per year) participate in programming luncheons.
- New attendance by passive members who have not engaged and who have chosen to not participate or negligibly (1 per year) participate in programming luncheons.

Action Items

- Tracking of attendance by all members.
The Treasurer initiated this during the 2008/2009 fiscal year and the Administrative Assistant has kept updated. This is to be continued by the Treasurer and Administrative Assistant during the ensuing years. The Administrative Assistant needs to materially improve attention to detail as there has been numerous corrections made by the Treasurer for accuracy and completeness.
- Surveys to be continued at least on a quarterly basis.
- Board members and programming committee members to gather feedback by asking at least three attendees at each luncheon what they thought of the speaker.

Accountability

- Programming Committee responsible for arranging at least one speaker each.
- Kevin and the Programming Committee responsible for achieving the specific objectives outlined above.
- Kevin to communicate with the Programming Committee and the board as speaker commitments are made.
- Treasurer responsible for tracking member attendance. Principal and Aviva are billed on behalf of each employee-member who attended the luncheon for the respective month.
- Administrative Assistant responsible for improved accuracy and completeness for billing Principal and Aviva and tracking attendance.

Strategic Objective # 2: Virtual Relations (Technology)

Overall Strategic Objectives

Ensure the CFA Society of Iowa website is a useful tool for all constituencies, including members, candidates, media and community. Develop the website's design to be consistent with the CFA brand and be an extension of the Iowa Society's image. Continue to improve the website as our interaction with the members, candidates, and community we represent and serve.

Specific Objectives

- Data analysis for improvements
 - Survey posted on website to solicit feedback & criticism
 - Google Analytics
- More resources for website visitors
- New look that is more user-friendly, brand-consistent and cosmetically pleasing

Milestones

- Desired website re-design decided upon and implementation completed by CFAI
- Data analytics code added to website
- Survey added to website
- Additional content & pages added to website based on survey and data analytics feedback

Action Items

- Determine desired website cosmetic changes to implement
- Determine desired website content, based on data analysis and survey feedback
- Place experimental items on the site – i.e., new RSS feeds, podcasts, other available CFAI website content we don't currently use
- Work with Eric (& Kim) to ensure the redesign is consistent with our desired brand image
- Analyze website usage data and implement changes using this data

Accountability

- Sayer will be responsible for adding Google Analytics code language to pages (DONE)
- Sayer responsible for developing recommendations and working with Branding (Eric) to decide on website cosmetic re-designs.
- Sayer, with Phelps, will be responsible for analyzing website survey feedback and analytics data to determine content changes.
- Sayer will be responsible for website changes being implemented, whether through Tabitha or otherwise.

Strategic Objective # 3: Branding

Overall Strategic Objectives

The overarching Branding strategy is specifically to objectively enhance and improve the value of the CFA Charter throughout the region, in order of importance, to the relevant current major employers of CFA Members, prospective employers of CFA members and the overall professional (CPA, Legal, Medical) and High Net Worth constituencies. Objective criteria to measure success will be analyzed and eventually measured, but could include the percentage of Members employed vs. the overall population of finance professionals and the rate of overall compensation of Members vs. the overall population of finance professionals and the recognition of "CFA" in relation to "CPA" or other relevant certifications, etc.

Specific Objectives

- Increase Awareness of CFA at the executive level of largest CFA Member Employers
- Define and begin to increase awareness at potential Employers of CFA Members
- Define objective measurements of relevant statistics in relation to employment and / or Community Awareness

Actionable Items

- 1 – Schedule and execute meetings (1/2 hour) with the CEO and relevant Human Resources Chief of 5 largest current employers of CFA Members – Primarily a "Thank-You" call on behalf of the CFA Society of Iowa and soft 'tutorial' on CFA requirements, ethics and international reach.

Eric Lohmeier in conjunction with PR

- 2(a) – Identify potential industries and specific employers (ie regional banks / mutual insurers and ?) where Outreach / Education efforts on behalf of CFA Society are needed.

COMMITTEE (Eric, Sasha, NEED INPUT FROM OVERALL BOARD)

- 2(b) - Develop a method (mailing / personal reach / follow-up) to introduce and educate said. (Goal of consistent message and either industry groupings OR 10 specific meetings???)

Eric, Committee and PR

- 3 – Research and decide on feasibility of an annual assessment to begin to objectively measure our targeted community awareness

Committee and PR

Accountability

Each of these objectives will be managed and processed with final accountability to the Member Value / Outreach Chair, currently Eric Lohmeier.

Strategic Objective # 4: Outreach

Overall Strategic Objectives

Ensure the CFA Society of Iowa enlarges presence among investment professionals in the state of Iowa.

Specific Objectives

- Expand distribution of program content statewide
- Partner with universities statewide (not just central ia)
- Support candidates in all regions with study materials, recognition upon completion
- Member value activities including career resources

Milestones

- Increase member count in Eastern Iowa
- Develop plan for newsletter to have broader communications reach
- Milestone: Experiment with a variety of networking events to engage a broader portion of the membership and promote CFA of Iowa's presence (i.e. make these "go to" events the membership is excited about or sees value in)

Action Items

- Recruit newsletter staff
- Utilize press releases to communicate scholarship winners, candidate numbers, passing lists and or graduate lists
- Investment research challenge open to all universities
- Identify point of contact in Region (Iowa City, Cedar Rapids, Dubuque) to handle various aspects
 - Programming
 - University Contacts
 - Member value activities
- Ensure there are funds available to support point of contact in the region
- Develop a calendar of networking events, making sure certain demographics are targeted at each event (i.e. make sure we have a particular part of the membership targeted to engage with the event).

Accountability

- Each board member needs to think about how their role can be executed state wide
 - Candidate programs
 - Member value (networking, career)
 - Life-long Learning
 - Public awareness
- Send email to recruit volunteer for newsletter
- After event(s), provide Board with feedback about participation and "success" or "failure" of the event. A compilation of this type of data will allow us to provide more of what the membership has shown it wants to participate in and what the Membership Value director should provide.