

ASIS ORANGE COUNTY 2018 GOALS

The Orange County Chapter of ASIS wholeheartedly supports the establishment of goals aligned with the International boards Strategic Plan. To that end, the OC board has adopted the following 2018 grass roots goals as part of the International Strategic Plan choosing those local objectives that will most influence the chapter growth and benefit ASIS overall.

BRANDING

The OC Chapter will develop further outreach into potential areas and organizations that can provide positive growth achieving at least a 5% growth by the end of 2018 from these markets. The committee chairs of membership and Law Enforcement will broaden the brand through liaison with Law Enforcement and institutions of higher learning that provide security as a career. Included in this will be likeminded organizations such as CALSAGA and CALI.

KNOWLEDGE MANAGEMENT AND DELIVERY

The OC Chapter will increase average attendance at educational events by 20% by the end of 2018. This will be accomplished by using the 2017 chapter survey of members regarding topics that were viewed as the most beneficial to members. These topic categories will be used to present speakers and materials that provide the most current “take-a-ways” to members in 2018. To accomplish this goal, the delivery will vary from lunch only meetings to both early evening and early morning opportunities for members to attend events to ensure a wider base of member attendance.

PROFESSIONAL COMPETENCY

The OC chapter will design a program and implement it through its board and committee chairs to grow membership by 15% by the end of 2018. This program will include outreach to current member firms seeking more Women in Security and Young Professionals through focused events to attract new members by providing visibly concrete benefits in joining ASIS International.

ORGANIZATION OPERATION PERFORMANCE

The OC Chapter will improve chapter operations and performance by the end of 2018 to achieve the above three goals through a collaborative effort of the board members in these critical areas:

- Communications –
 - The chapter will move its email and event registration platforms to Constant Contact by May of 2018 to improve efficiency, cost and member communications
 - The chapter will locate and incorporate a web master into the role of improving and maintaining of the chapter web site to benefit the members and assist in growth
- Programs –
 - The chapter will seek alternate event venues and times to promote greater flexibility to members and thus allow for increased attendance and education take-a-ways
 - The chapter will introduce topics and speakers aligned with prior surveys of member needs to ensure the greatest return on their investment of time and money
 - The chapter will host one regional event in cooperation and collaboration with other chapters to benefit the members across a wider market ensuring greater growth and achievement of the above goals for all chapters