

STMA Board Develops Strategic Plan

The 2005 Sports Turf Managers Association (STMA) Board of Directors made the commitment to develop a 2-year Strategic Plan to guide the association. Building on the 2001 STMA Strategic Plan, the Board validated the progress that has been made during a 3-day meeting in February, and set the following goals and objectives that will continue to advance the association's mission. This Strategic Plan will lead the work of the Association and strengthen the framework through which decisions are made.

Strategic planning is a continuous process. The Board will be vigilant in monitoring the Association's progress and driving new goals as these are achieved.

GOAL I: INCREASE MEMBERSHIP/CERTIFIED MEMBERS

- OBJECTIVE 1: Increase membership by 10% in all categories by April 2006.
- OBJECTIVE 2: Evaluate appropriate dues structure
- OBJECTIVE 3: Analyze and adjust membership categories.
- OBJECTIVE 4: Conduct a survey of members to determine awareness of STMA services and perceived value.
- OBJECTIVE 5: Enhance benefits and use them as a membership-recruiting tool.
- OBJECTIVE 6: Increase Certified Sports Field Manager count from 53 to 75 by the middle of 2006.

GOAL II: ENHANCE THE IMAGE OF MEMBERS AND THE PROFESSION

- OBJECTIVE 1: Teach members how to manage their own image enhancement.
- OBJECTIVE 2: Leverage partnerships with Allied Associations.
- OBJECTIVE 3: Utilize trade shows.
- OBJECTIVE 4: Effectively use the STMA Speakers Bureau.
- OBJECTIVE 5: Train members in crisis management.
- OBJECTIVE 6: Build relationships with the media.
- OBJECTIVE 7: Involve chapters.
- OBJECTIVE 8: Consider selecting/developing a spokesperson in each chapter/region.

GOAL III: EFFECTIVELY INFLUENCE OUR EXTERNAL AND INTERNAL AUDIENCES THROUGH OUR COMMUNICATION VEHICLES

- OBJECTIVE 1: Improve the STMA E-Digest.
- OBJECTIVE 2: Improve SPORTSTURF magazine.

GOAL IV: STRENGTHEN AND IMPROVE THE COMPETENCY OF MEMBERS EFFECTIVELY UTILIZING THE LIMITED RESOURCES OF STMA.

- OBJECTIVE 1: Request funds from SAFE for educational resource development.
- OBJECTIVE 2: Create educational fact sheets with the STMA logo.
- OBJECTIVE 3: Review existing ASTM turfgrass standards for currency and promote the standards through educational articles.
- OBJECTIVE 4: Create involvement with the ASTM task group that is writing synthetic turf standards.
- OBJECTIVE 5: Develop a vision for education by 2007.

- OBJECTIVE 6: Utilize the STMA Speakers Bureau as a vehicle for educational outreach.
- OBJECTIVE 7: Advise SPORTSTURF on editorial content.

GOAL V: MAKE THE STMA CONFERENCE THE MUST-ATTEND INDUSTRY EVENT OF THE YEAR.

- OBJECTIVE 1: Strengthen the educational program.
- OBJECTIVE 2: Grow the show.
- OBJECTIVE 3: Work more effectively with Marketing and Events.

GOAL VI: EFFECTIVELY MANAGE STMA'S RESOURCES THROUGH SOLID FISCAL PROCEDURES, EFFICIENT OPERATIONS, AND A STRONG BOARD GOVERNANCE/COMMITTEE STRUCTURE

- OBJECTIVE 1: Engage the Finance and Audit Committee to review and enhance financial operations.
- OBJECTIVE 2: Develop a process to review board training, make-up, electoral procedures/succession, and category of membership representation.
- OBJECTIVE 3: Institutionalize a strategic plan progress report at each board meeting.
- OBJECTIVE 4: Effectively utilize the committee system to guide association services and programs.

GOAL VII: STRENGTHEN THE STMA CHAPTER NETWORK.

- OBJECTIVE 1: Distribute the Strategic Plan to Chapter leaders.
- OBJECTIVE 2: Use chapters to gain insight and information.
- OBJECTIVE 3: Explore incorporating chapter and national fees.
- OBJECTIVE 4: Request each chapter's mailing list.
- OBJECTIVE 5: Dedicate headquarters' staff to chapter management.
- OBJECTIVE 6: Make chapters aware of the STMA Speakers' Bureau.
- OBJECTIVE 7: Focus on outreach to chapter contacts.

