

## **Georgia Chapter Strategic Plan 2016**

Included in this document are the Chapter Mission Statement, Goals and Strategic Objectives.

An Action Plan is not included since each individual works in a different manner & therefore should formulate his/her own method to accomplish the objective(s) that he/she is responsible for. Some objectives will not be used this year but could be of value in future years. It is based on an unapproved draft of this chapter as well as the SP of other NKBA chapters.

### **Mission Statement**

The mission of the Georgia Chapter of the National Kitchen and Bath Association is to enhance member success and excellence by promoting professionalism and ethical business practices and providing leadership and direction for the kitchen and bath industry of the national organization and our members in the state of Georgia.

#### **Goal I – Knowledge Source ... NKBA members will be recognized for their professionalism, skill and expertise in the industry.**

1. Increase awareness and participation of the members in local programs, national NKBA programs and KBIS to create a knowledgeable workforce.
2. Encourage AKBD and CKBD candidates to take the appropriate examination as well as NKBA Prep courses.
3. Provide study groups for certification within the chapter as needed.
4. Support the Accredited Programs at our member Colleges.
5. Establish an additional accredited program by the end of 2017.
6. Inform and encourage CMKBD candidates to complete the application process.

#### **Goal II – Consumer Brand Awareness ... To execute a program of creating greater consumer awareness and brand preference for services of NKBA members.**

1. Increase the use of the NKBA logo in advertising and events.
2. Increase participation in local affiliated trade shows.
3. Increase the number of members entering competitions and publishing their works.
4. Encourage members to write & send press releases of their accomplishments pertinent to the industry.
5. Increase participation in local consumer specific events.

#### **Goal III-Membership ... The industry & related regimens will find NKBA membership essential in building their professional success.**

1. Create a plan for retention of members.
2. Encourage former members to rejoin the association.
3. Create a method to identify & recruit prospective members.
4. Increase membership 15% by end of 2017.
5. Insure new and prospective members feel welcome at chapter meetings.
6. Invite allied professionals to meetings of joint interest at member cost.
7. Provide meetings that are affordable for members at a variety of times & locations.

**Goal IV- Advocacy ... Public policy & legislation affecting the membership will be monitored and positively influenced as necessary.**

1. Increase knowledge of emerging issues affecting the membership.
2. Raise member awareness of issues affecting the Georgia Chapter & the National NKBA.
3. Increase involvement in affecting these issues.
4. Increase capability of the membership to influence all issues including legislation.
5. Encourage partnerships with peer organizations, such as GAIDP, NARI, NAHB, ASID, IIDA, etc. to strengthen relationships and promote inclusion.

**Goal V- Information Source & Resource ... The NKBA Chapter will become the information source & resource for our industry.**

1. Increase our outreach via a variety of print and digital media resources.
2. Increase our members understanding of the wants & needs of the buying public and peer organizations.
3. Increase awareness, education, and utilization of existing and emerging technology for our members.

**Goal VI- Offer programs that are of interest to the members and peers of the Georgia Chapter of the NKBA.**

1. Identify local resources for meaningful Chapter Programs (i.e Speakers' Bureau, members, college & university personnel).
2. Determine chapter & potential members who will present programs.
3. Obtain corporate sponsorship for nationally known speakers and meetings.
4. Identify and provide programs that meet state and professional organization CEU requirements.

## Georgia Chapter Implementation Plan 2016

**Goal I – Knowledge Source ...** NKBA members will be recognized for their professionalism, skill and expertise in the industry.

PROGRAM/EVENT	SUGGESTED DATE	PLANNING DATES	DUTY OF (BOARD POSITION)	COMMITTEE NEEDED	SPONSORS NEEDED
Prep Course: AKBD, CKD, CBD	Twice per year	6 months prior	VP Professional Dev.	No	Yes
Accredited Program(s) Outreach	Annually		VP Academic Rel.	Academic Ambassadors Volunteers	No
Design Student Expo	October	July (speaker) August (location/ sponsors/ school "save the date") September (school)	VP Academic Rel.	Yes, Student Expo Committee	Yes
Certified Designer Forum	Quarterly	Beginning of Year	VP Professional Dev.	Yes, Designer Council	Yes
Chapter Meetings (specific CEU events)	Monthly	Beginning of Year	VP Professional Dev.	Yes, Programs	Yes

**Goal II – Consumer Brand Awareness ...** To execute a program of creating greater consumer awareness and brand preference for services of NKBA members.

PROGRAM/EVENT	SUGGESTED DATE	PLANNING DATES	DUTY OF (BOARD POSITION)	COMMITTEE NEEDED	SPONSORS NEEDED
Spring & Fall Home Show @ Cobb Galleria (Booth) Spring Home Show @ Infinite Center (Gwinnett) (Booth)	March/Sept – January –	Annually (booth design/ marketing materials) 2 mths prior (volunteers)	VP Programs / All Board Members (volunteers)	Yes	No
Builder Remodeler Expo (Booth)	March 8 - 9	2 mths prior	VP Programs / All Board Members (volunteers)	Yes	No
Charitable Event	TBD	4 mths prior	All Board Members (volunteers, sponsorship)	No	Yes
Cutting Edge Educational Expo (NARI event) (Booth)	May 13	Annually (booth design/ marketing materials) 2 mths prior (volunteers)	VP Programs / All Board Members (volunteers)	Yes	No
GreenUP/FireUP/RampUP CEU event (GAIDP event) (Booth)	March 11	Annually (booth design/ marketing materials) 2 mths prior (volunteers)	VP Programs / All Board Members (volunteers)	Yes	No
Junior League Tour of Kitchens	March 19 - 20	See above	See above	Yes	Yes
Modern Atlanta – Design is Human Week	June	See above	See above	Yes	Yes

**Goal III-Membership ... The industry & related regimens will find NKBA membership essential in building their professional success.**

PROGRAM/EVENT	SUGGESTED DATE	PLANNING DATES	DUTY OF (BOARD POSITION)	COMMITTEE NEEDED	SPONSORS NEEDED
Membership Drive	1 -2 times per year	6 mths prior (National)	VP Membership / All Board Members (support drive and reach out to all groups)	No	No
Membership Month	May	2 mths prior (donations)	VP Membership / All Board Members (donations and/or sponsorship)	Yes, Donations Committee	Yes
Membership Table	Every meeting	2 mths prior (marketing materials)	VP Membership	Volunteers Needed	No
Progressive Dinner Party	December		VP Programs / Brad Hanner	No	Meeting Only

**Goal IV- Advocacy ... Public policy & legislation affecting the membership will be monitored and positively influenced as necessary.**

PROGRAM/EVENT	SUGGESTED DATE	PLANNING DATES	DUTY OF (BOARD POSITION)	COMMITTEE NEEDED	SPONSORS NEEDED
Industry Tabletops (complimentary to peer organizations)	1 - 2 times per year	Complimentary offer	VP Programs / All Board Members (sponsorship)	No	No
Architects Month (invite peer organizations)	February		VP Programs / Brad Hanner	No	Meeting & Raffle Only
Peer Organization Outreach	Ongoing		VP Government Relations / Chapter Representative	No	No

**Goal V- Information Source & Resource ... The NKBA Chapter will become the information source & resource for our industry.**

PROGRAM/EVENT	SUGGESTED DATE	PLANNING DATES	DUTY OF (BOARD POSITION)	COMMITTEE NEEDED	SPONSORS NEEDED
Newsletter	Quarterly	1 mth prior	VP Communication / All Board Members	No	No
Digital Media Outreach	Ongoing	Ongoing	VP Communication / All Board Members	No	No
Website	Ongoing	Ongoing	VP Communication / All Board Members	No	No

