

Texas State Association of Parliamentarians

EXPAND: Five-Year Strategic Plan for membership Stabilization and Growth

UPDATE: The 2016 TSAP Convention amended its bylaws by adding the Strategic Planning Committee as a TSAP Standing Committee and charged the Committee to: (1) identify critical strategic issues facing TSAP, (2) analyze membership status and growth, and (3) develop, implement, and monitor a five-year strategic plan with measurable goals and time targets.

VISION: To provide parliamentary leadership to Texas.

MISSION: To promote the philosophy and principles underlying the rules of deliberative assemblies.

GOALS AND OBJECTIVES:

1. To support the purposes and programs of NAP;
2. To provide forums for teaching, studying and dissemination of parliamentary law and procedure;
3. To advocate and encourage continuing education and maximum proficiency in parliamentary skills;
4. To promote closer communication and cooperation among parliamentarians throughout Texas; and
5. To ensure an increasing and renewing membership in order to more effectively serve a dynamic Texas population.
6. To provide pertinent leadership development that enhances the Texas parliamentarians' professionalism, profitability, and success.

SPECIFIC OBJECTIVES:

1. Originally, the objective was to attain a TSAP membership of 354 by 2017 by achieving a minimum membership growth rate of 2% per year from May 2012 through May 2017. Upon revision in 2016, the objective was to attain a TSAP membership of 398 by 2023 by achieving a minimum membership growth rate of 2% per year from May 2017 through May 2022.

PROJECTIONS	2011	2012	2013	2014	2015	2016	2017
Growth Rate		2%	2%	2%	2%	2%	2%
Growth		6	6	7	7	7	7
Total Members*	314	320	327	333	340	347	354
PROJECTIONS	2018	2019	2020	2021	2022	2023	
Growth Rate		2%	2%	2%	2%	2%	2%
Growth		7	7	7	8	8	8
Total Members*	354	361	368	375	383	391	398

*Includes Provisional Members

ACTUAL	2011	2012	2013	2014	2015	2016	2017
Growth Rate		-8.8%	-6.0%	+7.1%	+3.3%	-.006%	-9%
Growth		-29	-18	+20	+10	-2	-28
Total Members*	331	301	283	303	313	311	283
MAL	95	69	251**	258**	267**	265**	246**
Unit	199	208					
Provisional	37	24	32	45	46	31	37
Credentialed members =	66	62	58	54	54	52	52
% of Total	19.9%	20.6%	20.5%	17.8%	17.25%	16.72%	18.4%

ACTUAL	2018	2019	2020	2021	2022	2023
Growth Rate						
Growth						
Total Members*						
MAL						
Provisional						
Credentialed members =						
% of Total						

****Includes both MAL & Unit members. Actual numbers reflect data as of April/May.**

2. To establish at least 2 new units per year. One new unit was established during 2016-17.
3. To achieve varied membership demographics across all age categories.
4. To increase the ratio of credentialed members to non-credentialed members. (In 2012, there were 60 [19% of total membership including affiliate members] credentialed members, including retired credentialed members.)
5. To form an alliance with one new organization per year.

COMMITMENTS

1. The TSAP Board of Directors, each unit and all members will pursue stratagems to implement TSAP Objectives.
2. Originally, a Strategic Planning Committee was to function for five years coinciding with the duration of this plan in order to monitor progress and make recommendations for more effective implementation during the five-year period. In 2016, the Committee was extended for five more years.

KEY STRATEGIES AND ACTION PROGRAMS:

Board of Directors (50% of annual membership growth goal)

PERSON RESPONSIBLE

1. Promote the strategic planning program to all within TSAP
Including the TSAP Board, each board member, units and
individual members.

President

Actively promote all TSAP workshops in an effort to build
attendance and provide support to the 2ND Vice President and
other workshop presenters.

Encourage members to get involved throughout the National
Association of Parliamentarians organization.

Promote and identify Texas State Association of Parliamentarian's website.
(<http://www.texasparliamentarians.org/>).

Promote and identify Texas State Association of Parliamentarian's members
to positions of leadership within the National Association of Parliamentarians.

Encourage units to sponsor Parliamentary Month activities in April of
each year to publicize TSAP and NAP, the units, and available training
opportunities within TSAP.

2. Establish a liaison with one Texas organization per year.
 - a. Contact the leadership.
 - b. Extend an invitation to the organization's members to attend
the workshops which are held at the Annual TSAP Convention.
 - c. Present a workshop to their members.
 - d. Solicit their members to join NAP and TSAP.

1st Vice President

e. Offer on-site parliamentary procedure and leadership training to their members.

3. Actively promote TSAP-sponsored workshops. This includes but is not limited to workshops at the Mid-Winter Meeting and workshops at the Annual Convention. 2nd Vice President

Present educational programs on parliamentary procedure outside TSAP and actively support and work together with TSAP special committees, which present workshops to non-TSAP members.

Research the possibilities of providing CEUs for TSAP-sanctioned workshops. 2nd Vice President

4. Contact each member-a-large annually and provide them with information regarding units in their area. 3rd Vice President

Encourage MALs to participate in unit meetings.

Send a list of local MALs to the appropriate unit president for invitation to unit activities and for periodic follow-up.

Establish new units in cities with MALs, when MALs have not responded to invitations to participate in units in those cities.

5. Actively promote the Annual Convention workshops in order to build attendance. Provide support to the 2nd Vice President in planning for the success of the Convention workshops. Convention Chairman

6. Use social media such as Facebook in order to publicize TSAP. Publicity Chairman

7. Host workshops for youth organizations, such as student council associations, collegiate student government groups, community colleges, etc. Scholastic Chairman

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| 8. Conduct workshops for school board members and administrators. | TSAP Board Designee |
| 9. Establish 2 new units per year. | Entire Board |
| 10. Explore the use of virtual meetings and webinars, and formation of electronic units as a way to involve MALs in TSAP activities. | 2 nd and 3 rd Vice Presidents
P.R. Committee |
| 11. Ensure that any new actions assumed by TSAP support and do not conflict or work against this strategic plan. | Entire Board |

Units (50% of annual membership growth goal)

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| 1. Host annual membership drives, preferably in March, which increase membership in the unit by a minimum of 2 persons per year. | Unit Presidents |
| 2. Host annual workshops, alone or in combination with other units in the area. | |
| 3. Encourage unit members to attend the annual TSAP Convention. | |
| 4. Encourage membership development from Provisional status through Professional Registered status. | |
| 5. Meet at times of day and at locations that are appealing to members. | |
| 6. Conduct shorter, more efficient meetings. | |
| 7. Form a subcommittee of new members in order to nurture them and provide basic training. | |
| 8. Contact leaders of other organizations in the community and offer training to them. | |
| 9. Contact MALs in the area every year and encourage MALs to participate in unit meetings. | |
| 10. Distribute membership and new unit | |

Unit Members

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| 1. Participate in unit meetings and activities. | Members |
| 2. Achieve the next level of membership—From Provisional to Regular to Registered to Professional Registered. | |

3. Become aware of persons who would be good candidates for membership and invite them to a unit or TSAP meeting or program.

Members-at-Large (MAL)

Members-at-Large

1. Attend as guest one or two unit meetings per year.
2. Consider establishing a new unit (local or electronic) that would be convenient for MALs.
3. Explore participation in virtual meetings and webinars in order to enhance skills and stay connected with the organization.
4. Achieve the next level of membership—Provisional to Regular to Registered to Professional Registered.

Strategic Planning Committee

1. Monitor the progress of the Strategic Plan by updating statistics and notifying persons responsible and the TSAP President where performance falls short of the plan.
2. Originally, the committee was tasked to make a progress report at each mid-year and pre-convention board meeting and a final report at the 2017 pre-convention board meeting. With the amendment at the 2016 TSAP Convention, the committee was tasked to make a progress report at each mid-year and pre-convention Board meeting and a final report at the 2023 pre-convention meeting.
3. Make recommendations to the Board of Directors for changes in the plan where necessary.

Plan Revised January 10, 2014

“Actual” Section Updated April 2014

“Actual” Section Updated April 2015

“Actual” Section Updated April 2016

Plan Revised January 27, 2017

“Actual” Section Updated April 2017