



CAPPO Strategic Plan 2018-2020

Strategic Objective 1: Establish an organizational infrastructure that supports the goals of the organization.
Action Item
A. Develop and distribute an RFP for professional services, in preparation for retirement of current staff. Structure options include: --Dedicated staff (with or without some contract consultants) --Association management company (AMC) --Dedicated executive director with AMC support (hybrid model)
i. Define job descriptions/scope of services
ii. Define the executive director role/requirements
B. Outsource specific tasks between March 2018 and onset of new staff/structure
i. Administrative support for Board/President
ii. Newsletter design, publication and distribution
iii. Bookkeeping/accounting (oversight, bank reconciliations, accrual adjusting entries, etc.)
iv. PR/Communications (website, social media, website functionality and design)
v. Conference planning
vi. Webinar logistics
vii. Review and revision of the Policies and Procedures Manual
C. Revise Committee Structure
i. Assign Board positions as committee liaisons rather than committee chairs
ii. Include committee definitions/tasks in the Policies and Procedures Manual, including: -Duration of committee officer/member terms



	-How committees are appointed
iii.	Conduct volunteer outreach/recruitment; provide estimated time commitment for each committee position. Consider outreach in conjunction with the conference and providing ways to get involved on the website
	D. Get Chapters More Involved and Engaged
i.	Communicate CAPPO events/information to chapters, so they may share with their regions
ii.	Ensure chapter web pages are kept updated with current information; ensure events are captured on website calendar
iii.	Review current chapter boundaries; redistricting if necessary
iv.	Conduct survey of chapter chairs to determine how CAPPO HQ could best support them
v.	Conduct survey of members to determine what members want of the chapters
vi.	Review with independent auditor/CPA how chapter funds are captured and reported. Make adjustments to processes as recommended

Strategic Objective 2: CAPPO branding and marketing reflects the professionalism and goals of the organization.	
Action Item	
A.	Develop the CAPPO story/legacy
B.	Evaluate possibility of consultant to focus on website. Redesign to include analytics and revised/renewed content
C.	Develop scope for PR services, including social media and messaging
D.	Distribute PR RFP/RFQ
E.	Establish an online logowear store (no inventory kept by CAPPO; e.g. Land's End)
F.	Evaluate and update membership recruitment package
G.	Develop "why attend" and "why join" talking points
H.	Utilize talking points in marketing materials and website



Strategic Objective 3: Offer a Comprehensive Career Development Program for public procurement officials.

Action Item

- A. Develop annually a calendar of core webinars/courses
- B. Ensure all webinars are scheduled to allow for at least six (6) weeks of promotion
- C. Ensure all courses (seminars) are scheduled to allow for at least eight (8) weeks of promotion
- D. Develop and distribute RFQ to identify potential partnerships with educational institutions.
- E. Develop partnerships with 2-3 educational institutions
- F. Develop a roadmap of a procurement career
- G. Develop processes for presenter recruitment. Implement same
- H. Develop full menu of core courses – establish list of all courses required for each tier/level of a procurement professional
- I. Determine how best to develop courses identified in 3.H (Facilitator/consultant? Subject matter experts?)
- J. Complete course development and start offering all tiers/levels

Strategic Objective 4: Engage CAPPO in public policy areas and efforts that affect the public procurement profession.

Action Item

- A. Develop a Legislative Leadership in Procurement (LLP) committee, including drafting responsibilities in policy and identifying initial members. Responsibilities should include monitoring public policy and legislative issues that would impact public procurement, and sharing information on same to membership
- B. Develop introductory letter to “sister” organizations offering CAPPO as a resource. Distribute same
- C. Establish a process to respond to legislation and external requests for review
- D. Develop legislative leave-behind materials
- E. Establish an RSS feed for related items on website