

ROADMAP FOR IMPLEMENTATION OF CM PROS 2005 STRATEGIC PLAN

| ACTIVITY | STRATEGIC GOAL(S) ADDRESSED | PROPOSED MC FUNCTION | PROPOSED APPROACH | IMPLEMENTATION DETAILS INCLUDING TIMEFRAME |
|--|---|----------------------|---|--|
| Develop guidelines for posting a face-to-face activity to the web site. | Making contacts [Networking] | Communications | Assemble (appoint or recruit) a WEBSITE POLICIES & PROCEDURES working group to develop guidelines to address these need as well as others. | <ul style="list-style-type: none"> • Recruit volunteers through cmpros.org by issuing message that details group charter. 27 APRIL. • Formally ratify charter including members and appoint or elect chair. 13 MAY |
| | Mentoring and access to CM experts [Education & Outreach] | | | |
| | Ask questions [Education & Outreach] | | | |
| Document how to update the website and manage the website to empower committees to assist in the management of the site. | Infrastructure | | | |
| Continue to support existing member events (face-to-face meetings; summits) | Making contacts [Networking] | Member Relations | Assemble (appoint or recruit) a MEMBER EVENTS working group to document event planning guidelines including business model(s), and to collect, analyze and report attendee evaluations, etc. Each type of member event should be addressed. | <ul style="list-style-type: none"> • Recruit volunteers through cmpros.org by issuing message that details group charter. 27 APRIL. • Formally ratify charter including members and appoint or elect chair. 13 MAY |
| Enhance member events by developing guidelines for how face-to-face activities can support mentoring. | Mentoring and access to CM experts [Education & Outreach] | | | |
| | Ask questions [Education & Outreach] | | | |
| | Educational Opportunities [Education & Outreach] | | | |

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|--|---|-----------------------------|---|---|
| Administrate list serves | [Member Administration] | Member Relations | Assemble (appoint or recruit) a MEMBER ADMINISTRATION working group to specify requirements with a view towards enhancing existing tools or selecting new ones. | <ul style="list-style-type: none"> Recruit volunteers through cmpros.org by issuing message that details group charter. 27 APRIL. Formally ratify charter including members and appoint or elect chair. 13 MAY |
| Maintain member directory | | | | |
| Create a framework for Best Practice collections | Knowledge Resources | Knowledge Resources | Assemble (appoint or recruit) a KNOWLEDGE RESOURCES working group to | <ul style="list-style-type: none"> Recruit volunteers through cmpros.org by issuing message that details group charter. 27 APRIL. Formally ratify charter including members and appoint or elect chair. 13 MAY At the end of 2005 a minimum of one Best Practice (Building a Business Case) collection will be available to members. |
| Find volunteers to manage the glossary and library of resources. | | | | |
| Create a quarterly email newsletter | Resource Library No-cost Publications [CM Pros Branded Content] | Communications or Marketing | Develop a menu of desired CM Pros branded content and solicit member contributions (either independent or collaborative). | <p>Communications / Marketing / ED to collaborate on</p> <ul style="list-style-type: none"> Menu Process for submissions review Announcement of solicitations for contributions 27 MAY. |
| Create a CM Poster | | | | |
| Continue to add value-added content to website. | | | | |

- I. Knowledge resources (Lessons learned, Best Practices, Case Studies)
 - A. Create a framework for Best Practice collections.
 - B. At the end of 2005 a minimum of one Best Practice (Building a Business Case) collection will be available to members.
 - C. Other Best Practices will be similarly supported if sufficient volunteer support is available.
- II. Making contacts (meeting people)
 - A. Continue to support existing initiatives. • Face-to-faces • Summits • List serves • Member directory • Committees
 - B. Develop guidelines for posting a face-to-face activity to the web site.
- III. Mentoring and access to CM Experts
 - A. Develop guidelines for how Face-to-Face activities can support mentoring.
 - B. Develop guidelines for posting a face-to-face activity to the website.
- IV. Ask questions
 - A. Continue to support existing initiatives.
 - B. Develop guidelines for posting a face-to-face activity to the web site.
- V. Resource Library
 - A. Find volunteers to manage the glossary and library of resources.
- VI. No cost publications
 - A. Create a quarterly email newsletter.
 - B. Create a CM Poster.
- VII. Educational Opportunities
 - A. Continue to support existing initiatives.
- VIII. Infrastructure requirements
 - A. Website
 - 1. Separate the role of webmaster from the role of the Executive Director.
 - 2. Create a website committee.
 - 3. Document how to update the website and manage the website to empower committees to assist in the management of the site.
 - 4. Continue to add value-added content.
 - B. Executive Director
 - 1. Separate the role of webmaster from the role of the Executive Director.
 - 2. Create a job description for the role.
 - 3. Post a job listing to the members.

C. Marketing

1. Develop a management committee that would include marketing as a key task.

D. Capturing member issues

1. Develop a management committee that would include member requirements as a key task.

E. Volunteers

1. Develop a management committee that would include managing volunteers as a key task.

F. Role of the Board of Directors

1. Redefine the Board of Directors to provide guidance, oversight, and help with strategic goals of CM Pros.
2. Develop a management committee that will function as the day-to-day management team running CM Pros, and be responsible for monitoring and supporting initiatives.