

CM Pros Strategic Plan 2006/2007

Short term Strategy

Creator:	Erik M. Hartman, President CM Pros
Date issued:	June 5, 2006
Identifier:	http://www.cmprofessionals.org/organization/management/strategic_plan/
Replaces:	CM Pros 2005 Strategic Plan
Is replaced by:	Not applicable
Is Part Of:	CM Pros Strategy
Latest version:	Not applicable
Language:	US English
Status of Document:	Final
Rights:	Access limited to CM Pros Members only
Description of Document:	CM Pros Short term Strategy for the year 2006/2007 based on action list and outcome of the Member Survey.

Table of contents

Introduction	3
Member Requirements	3
1. Knowledge resources (Lessons Learned, Best Practices, Case Studies).....	3
2. A place for asking questions, and get advice	3
3. Mentoring and access to CM Experts	4
4. Making contacts (networking with others)	4
5. Competitive Vendor Analysis.....	5
6. Resource Library.....	5
7. Helping others, and prevent them from having the same problems I had.....	6
8. No cost publications	6
Infrastructure requirements	6
1, Website.....	6
2. Marketing.....	7
3. Capturing member issues	7
4. Volunteers	8
5. Role of the Board of Directors	8
6. Board Advisors	9

Introduction

This document presents the 2006/2007 Strategic Plan for Content Management Professionals as defined by the Board of Directors on Friday March 24, 2006.

This Strategic Plan builds on the 2005 Strategic Plan (http://www.cmprofessionals.org/organization/management/strategic_plan/) and the CM Pros President's Report 2005. As in 2005, for the 2006 Strategic Plan we focus on Member requirements and Infrastructure requirements.

For the development of this plan the Board used the 2005 Member Survey results (<https://www.cmprofessionals.org/membership/survey/>) and the action item list <https://www.cmprofessionals.org/organization/actionItems.html>.

Member Requirements

Using the top eight ranked member requirements from the 2006 Member Survey results as our guide, the following decisions were made:

1. Knowledge resources (Lessons Learned, Best Practices, Case Studies)

Phase 1 of designated Best Practices will consist of a single point of access to a collection of publicly available content that has been coherently organized for ease of access. CM Pros will provide this framework on the website to store and access the collection.

- Goal:**
1. Create a framework for Best Practice collections.
 2. Other Best Practices will be similarly supported if sufficient volunteer support is available.
 3. Editorial Committee for framework and quality control of Best Practices.

2. A place for asking questions, and get advice

The current CM Pros listserv isn't quite suitable for asking questions and getting advice. There's too much noise and many (solid) questions are repeated over the years. Instead, we need an alternative tool (perhaps a blog) that provides us with an archive and allows the content to be moderated. Of course, the listserv will still be active and used as a source for interesting discussions.

- Goal:**
1. Develop an online environment (blog) to allow members to ask questions of other members and receive advice.

2. Develop and publish guidelines for posting and moderating the blog.
3. Maintain the CM Pros listserv.

3. Mentoring and access to CM Experts

CM Pros should support members to find other members and get together as mentors and proteges. Face-to-Faces and Summits can provide opportunities to find other people, but the Member Directory and perhaps a Wiki are certainly tools that could best facilitate this. There should also be some element of giving feedback about this mentoring for the whole community to learn from.

Access to CM Pros experts could also involve CM Pros experts speaking at conferences, presenting at local community meetings, offering webinars and writing articles. Again, the Member Directory could be an important tool here.

- Goal:**
1. Develop guidelines for how Face-to-Face activities can support mentoring.
 2. Develop guidelines for posting a Face-to-Face activity to the web site.
 3. Develop guidelines for how to deal with mentorships.
 4. Further develop the Member Directory

4. Making contacts (networking with others)

CM Pros already provides a number of opportunities for members to make contacts including:

- Local CM Pros Communities
- Face-to-Faces
- Summits
- Listservs
- Member directory
- Committees
- CM Profiles (interviews with members)
- Volunteer opportunities
- Mentoring

- Goal:**
1. Continue to support existing initiatives.
 2. Develop guidelines for posting a Face-to-Face activity to the web site.
 3. Increase number of members featured in CM Profiles and link the profiles to the Member Directory. Also, improve the organization and navigation of the CM Profiles.
 4. Grow the number of local CM Pros Communities

5. Competitive Vendor Analysis

There are many overviews of CM Systems around the world. CM Pros is working on a general overview of CM Systems, based on the CMS Markup Language (CMSML). CMSML is a markup language for describing and classifying content management systems. The markup language will be based on a 'feature list' or critical set of attributes (facets) needed to describe a CMS.

Our goal is to compile a comprehensive list of content management systems, classify them according to the feature set in CMSML, and then provide comparisons between CMS for purposes of evaluation.

As CM Pros we choose not to have our own CMS Overview, but instead to provide this CMSML to several publishers of overviews. In the future, our task will also be to do the distribution and control of both the CMSML and the registered systems.

- Goal:**
1. Continue the CMSML initiative.
 2. Find more volunteers and partners to join.
 3. Co-operate with more overviews.
 4. Prepare a CM Pros Overview.

6. Resource Library

CM Pros already provides a glossary and library of resources; however they are not being actively managed or directed.

- Goal:**
1. Find volunteers to manage the glossary and library of resources.

2. Develop method of syndicating these resources (perhaps RSS) and branding them with the CM Pros logo. Syndication allows others incorporate our resources into their website designs and/or subscribe to our resources via newsreader or personalized home page, thus increasing the traffic to the CM Pros website, increasing brand awareness, and adding value to membership.

7. Helping others, and prevent them from having the same problems I had.

This Survey Outcome matches with nr. 2 (and 3.). We decided to combine this one with nr. 2.

8. No cost publications

The CM Pros newsletter that started in 2005 continues to be published bi-monthly on the CM Pros website. At the 2006 CM Pros Summits we are working toward development of a CM Pros Content Lifecycle Poster.

- Goal:**
1. Continue our bi-monthly email newsletter.
 2. Create a CM Pros Content Lifecycle Poster.

Infrastructure requirements

CM Pros will only be successful if we develop a strong infrastructure to support our growing organization. To this end, the Board of Directors has made the following commitments.

1, Website

The website is a critical component to the success of the organization. The current website content needs to be updated and expanded somewhat. The so-called 'Next Generation' website committee must make a business case, and incorporate the requirements and advice of the Board in the (re)construction of a new generation website and tooling. Based on the business requirements, we will develop functional and technical requirements and start a CMS tender.

Meanwhile a 'Current Generation' website team has to manage and update the current website and perhaps deal with minor improvements in the information architecture of the website.

- Goal:**
1. Create a webteam to address immediate needs on our current website.
 2. Create a 'Next Generation' website committee to plan, organize, and implement future improvements.
 3. Document how to update and manage the website to empower committee volunteers to assist in the management of the site.
 4. Continue to create and publish value-added content.
 5. Develop a business case, business requirements, technical requirements
 6. Start a CMS tender.

2. Marketing

Marketing ensures that our organization can grow and gain industry recognition. Past marketing efforts have driven significant traffic to the CM Pros website, attracted media attention, and increased our membership roster.

- Goal:**
1. Expand our marketing reach through the development of smart marketing tactics that leverage the networks of others to allow us to reach as many potential new members as possible.
 2. Develop and execute a marketing plan.
 3. Encourage Communication and Marketing to work together to find ways to increase our reach to existing and potential new members.
 4. Provide marketing gadgets, a CM Pros booth, etc.

3. Capturing member issues

Members raise issues through email, the listserv, at Face-to-Face events, at CM Pros Summits, in the Member Survey, etc. It is important to capture these issues and address them in a timely fashion.

- Goal:**
1. Develop a mechanism for capturing this information and acting upon it.

4. Volunteers

CM Pros cannot survive without the hard work of its volunteers. Members need to be invited to participate and volunteers need to be efficiently managed.

- Goal:**
1. Appoint a volunteer coordinator
 2. Expand the Members Directory to include information about whether an individual is a volunteer and for what.
 3. Provide volunteer coordinator with online tools to help manage volunteers (reports, email contact list, etc.
 4. Create a Volunteer Wiki on which volunteers can draft themselves and exchange some information

5. Role of the Board of Directors

The Board must become a steering group, one that defines strategy and makes high level decisions.

Perhaps the Board should be supported in the future by ex-Board Members, at least the group of ex-Presidents for advice in strategic matters.

- Goal:**
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.
 3. Ask ex-Board members if they want to join this Advisory Group.

6. Board Advisors

To support these goals and initiatives the Board of Directors has formed a series of advisors within the Board. They support the Management Committee and volunteer leaders when needed. The President is the first contact person for the Executive Director and the Technical Advisor.

Erik M. Hartman	Scott Abel	Samantha Starmer	Seth Gottlieb	Mary Laplante	Laura Walker	Bob Doyle
<i>President</i>	<i>Vice President</i>	<i>Secretary</i>	<i>Treasurer</i>	<i>Director</i>	<i>Executive Director</i>	<i>Technical Advisor</i>
Next Generation Website (Ann Rockley)	Marketing (Rahel Bailie)	Communications (Mollye Barrett)	Financial (...)	Educational Opportunities (...)	Management Committee	Website
Current Generation Website (Mollye Barrett)	Member Relations (Janus Boye)	Volunteers (Dorine v.d. Brandhof)	Legal (...)	Knowledge Resources (Theresa Regli)		
Member Survey (Dorine v.d. Brandhof)	Regional Communities (several)	Minutes / Meetings	No cost publications (...)	CM Summits (...)		
CMSML/CMS Overview/Lifecycle Poster (Erik M. Hartman/ Bob Doyle)						
and other Topical Communities (several)						
Executive Director						
Technical Advisor						