



WESTERN WASHINGTON CHAPTER 2010 STRATEGIC PLAN

Our Mission and Goals

Our mission is to provide our members and apprentices with the programs, activities, and services necessary to enable each individual to achieve professional excellence and to be valuable members of our respective communities.

To achieve our mission, our goals are to...

1. Operate in a fiscally responsible manner
2. Solicit each professional's input, involvement, and participation
3. Communicate regularly with our professionals
4. Provide education and professional training opportunities
5. Devote energy and resources to "growth of the game" initiatives
6. Offer an extensive schedule of competitive events
7. Reach out to and support allied golf and community charitable organizations

Strategies

Goal 1: Operate in a fiscally responsible manner

- Establish and follow the budget as approved by the Chapter Board
- Re-balance Building and Operating Reserve funds as needed
- Recruit and cultivate relationships with sponsors

Goal 2: Solicit each professional's input, involvement, and participation

- Survey our professionals annually regarding tournament satisfaction, education satisfaction, education topics, and compensation
- Send out invitations to participate on committees
- Continue to ask for professionals' involvement through the Chapter email transmissions
- Solicit professionals to actively participate in our committee structure

Goal 3: Communicate regularly with our professionals

- Send out regular Chapter email updates
- Update the website regularly
- Provide Chapter orientation sessions

Goal 4: Provide education and professional training opportunities

- Establish fall, winter and spring education seminar schedules for a minimum of 24 credit hours including 6.5 hours devoted exclusively to instruction
- Select topics of interest from education survey

- Select topics that are congruent with the PGM program and engaging instructors
- Provide evaluation forms at each seminar
- Consult with National PGA Employment Consultant annually before 12/31 to help determine the most relevant topics for Chapter professionals

Goal 5: Devote energy and resources to “growth of the game” initiatives

- Promote “growth of the game” initiatives in Chapter communications and meetings
- Use budget resources to help fund “growth of the game” programs where allowed
- Nominate candidates annually for the President’s Award

Goal 6: Offer an extensive schedule of competitive events

- Create a Pro-Am schedule annually
- Create a professional tournament schedule annually
- Align Chapter event schedule with Section event schedule

Goal 7: Reach out to and support allied golf and community charitable organizations

- Make annual contributions to allied golf organizations
- Make contributions to a chosen community charitable organization annually
- Partner with allied golf and community charitable organizations when feasible