



Western Washington
Chapter

WESTERN WASHINGTON CHAPTER PACIFIC NORTHWEST SECTION PGA 2009 STRATEGIC PLAN



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Chapter

MISSION STATEMENT

The mission of the Western Washington Chapter of the Pacific Northwest Section of the Professional Golfers' Association of America is to provide its members and apprentices with the programs, activities, and services necessary to enable each individual to achieve professional excellence, and to establish the Chapter as a leader in the Western Washington golf community.

GOALS OF THE ORGANIZATION

The goals of the Western Washington Chapter are to:

1. Enhance the positive identity of the Chapter and its professionals.
2. Protect and enhance the financial health of the Chapter.
3. Encourage each professional's input, involvement, and participation.
4. Provide the resources to help professionals secure, maintain, and elevate their positions.
5. Provide education opportunities for professionals to enhance their value, skills and knowledge.
6. Be recognized as the definitive experts in golf instruction.
7. Promote junior golf developmental and competitive opportunities within our community.
8. Provide quality playing opportunities for all Chapter professionals.
9. Attract quality individuals to our profession.
10. Protect and preserve the integrity of the game.

SPECIFIC, MEASUREABLE OBJECTIVES, ACTION PLANS AND STRATEGIES

Goal #1: Enhance the positive identity of the Chapter and its professionals.

Objective 1: Increase public awareness of the PGA Professional's contribution to the game of golf.				
ACTION STEPS	RESPONSIBILITY	COST	DUE DATE	STATUS
Submit relevant press releases to media outlets including television, radio, newspapers and magazines	Public Relations Chairman, President, ED	\$0	Ongoing	
Operate ongoing programs to enhance public awareness of the Chapter's contributions to the community	Board	Variable	Ongoing	

Objective 2: Promote current activities of the Chapter				
ACTION STEPS	RESPONSIBILITY	COST	DUE DATE	STATUS
Participate in Section Media Day when held	Public Relations Chairman	\$200	Variable	
Maintain a Chapter web site to promote professionals and chapter affairs	Public Relations Chairman and ED	\$0	Ongoing	
Media or potential sponsor groups hosted by Chapter in pro-members events	Board of Directors	\$0	Each Season	

Objective 3: Make an annual financial contribution to a charity of the Chapter's choosing				
ACTION STEPS	RESPONSIBILITY	COST	DUE DATE	STATUS
Determine amount of contribution depending on the year to date financial status of the Chapter at the Winter Chapter Board Meeting	Board of Directors	Variable	Fall Meeting	
Determine recipient charity at the Winter Chapter Board Meeting	Board of Directors	\$0	Fall Meeting	
Make disbursement to recipient charity by December 15	Executive Director	\$0	December 15	
Refer all actions to the PR Committee for Press Release	Executive Director and PR Chairman	\$0	December 31	

Goal #2: Protect and maintain the financial health of the Chapter.

Objective 1: Prepare an operating budget in keeping with the goals and objectives of the Chapter				
ACTION STEPS	RESPONSIBILITY	COST	DUE DATE	STATUS
Establish and follow the budget in a fiscally responsible manner	ED and Board	\$0	12/1/**	

Objective 2: Use Section audit for protection				
ACTION STEPS	RESPONSIBILITY	COST	DUE DATE	STATUS
Participate in and support the Section's periodic audits including Chapter detail	ED and Board	\$0	Ongoing	3-5 Year Cycle

Objective 3: Continue to maintain and contribute to capital and/or operating reserve funds				
ACTION STEPS	RESPONSIBILITY	COST	DUE DATE	STATUS
Continue to monitor appropriation of funds	ED and Board	\$0	12/31/**	

Goal #3: Encourage each professional's input, involvement, and participation.

Objective 1: Provide invitation to participate				
ACTION STEPS	RESPONSIBILITY	COST	DUE DATE	STATUS
Extend annual invitations to encourage professionals to volunteer for committees	ED	\$0	2/1/**	
Maintain a Strategic Plan web page	ED	\$0	2/1/**	

Objective 2: Maintain a Chapter Senior Committee				
ACTION STEPS	RESPONSIBILITY	COST	DUE DATE	STATUS
Survey senior professionals periodically	Senior Liaison and ED	\$50	12/1/**	

Objective 3: Maintain a permanent Assistant's Committee				
ACTION STEPS	RESPONSIBILITY	COST	DUE DATE	STATUS
Appoint Chairperson	President	\$0	Annually	
Appoint Chairperson as a liaison to the Board of Directors	President	\$0	Annually	
Appoint a member of the Assistant's committee to serve on the Junior Golf, Education, Tournament, Orientation and Career Services Committees.	Chairperson	\$0	Annually	

Objective 4: Survey Members periodically				
ACTION STEPS	RESPONSIBILITY	COST	DUE DATE	STATUS
Periodically survey the membership for input on Chapter Activities	Board	\$100	As Needed	

Goal #4: Provide the resources to help professionals secure, maintain, and elevate their positions.

Objective 1: Direct Career Services Committee to focus on enhancing existing positions				
ACTION STEPS	RESPONSIBILITY	COST	DUE DATE	STATUS
Maintain a list of consultants specific to each area of the business that golf professionals may contact for help and information. Post list on web site.	Employment Services Committee	\$0	Each Spring	

Objective 2: Direct the Career Services Committee to provide educational opportunities for members to enhance their positions.				
ACTION STEPS	RESPONSIBILITY	COST	DUE DATE	STATUS
Conduct an education seminar on topics relating to obtaining or enhancing a position, including certification programs.	Employment Services Committee	\$0	Annually	

Goal #5: Provide education opportunities for professionals to enhance their value, skills and knowledge.

Objective 1: Offer a minimum of 24 hours of continuing education in the Chapter. Topics should reflect the current and future direction of the golf industry as decided upon by the Chapter Education Committee and including the 6½ hours of teaching mandated by the Section By-Laws.				
ACTION STEPS	RESPONSIBILITY	COST	DUE DATE	STATUS
Establish Education Schedule	Education Committee	\$0	1/1/** & 8/1/**	
Consult with National PGA Employment Consultant annually before 12/31 to help determine the most relevant topics for Chapter professionals	Education Committee	\$0	Annually	
Conduct a survey periodically to determine which topics Chapter professionals consider relevant	Education Committee and ED	\$50	Annually	
Conduct evaluations at the end of each seminar	Education Committee	\$0	Each Seminar	

Goal #6: Be recognized as the definitive experts in golf instruction.

Objective 1: Raise public awareness of local golf professionals availability for teaching				
ACTION STEPS	RESPONSIBILITY	COST	DUE DATE	STATUS
Encourage Chapter professionals to participate in teaching sessions and clinics at the Consumer Golf Show	Staff	\$0	Spring Annually	

Distribute and post on web site a list of teaching mentors, and promote apprentice utilization.	Employment Services Committee and ED	\$0	Annually	
Recruit well known teachers in our chapter to serve on the committee	Teaching Committee Chair	\$0	Ongoing	
Establish teaching seminars and other educational and mentoring opportunities	Teaching Committee and ED	\$0	Annually	

Goal #7: Promote junior golf development and competitive opportunities within our communities.

Objective 1: Continue Existing Programs				
ACTION STEPS	RESPONSIBILITY	COST	DUE DATE	STATUS
Continue to support Clubs for Kids programs	Jr. Committee and Jr. Fund ED	\$0	Ongoing	
Continue to promote Junior Pro-Ams	Jr. Committee and Jr. Fund ED	\$1500	July/August each year	
Operate and enhance the Chapter's Golf In Schools programs and initiatives	Board	\$8,000	Ongoing	
Explore the feasibility of developing and operating a competitive junior tournament series	Junior Golf Committee, Board	Unknown	Ongoing	

Objective 2: Develop funding sources for Chapter Junior Golf Activities				
ACTION STEPS	RESPONSIBILITY	COST	DUE DATE	STATUS
Continue Chapter's contributions from Pro-Member events	ED	\$0	Ongoing	

Objective 3: Expand avenues promoting Junior Golf				
ACTION STEPS	RESPONSIBILITY	COST	DUE DATE	STATUS
Maintain a page on the Chapter web site promoting our programs and accomplishments on behalf of Junior Golf. Provide a link to other Junior golf web sites including junior calendars.	ED, Junior Chairperson	\$0	Ongoing	

Goal #8: Provide quality playing opportunities for all Chapter professionals.

Objective 1: Offer appropriate tournament programs				
ACTION STEPS	RESPONSIBILITY	COST	DUE DATE	STATUS
Maintain positive relationships with Pro-Member sites	ED, Board and Tournament Committee	\$0	Annually	
Evaluate Chapter	ED, Board and	\$0	Annually	

tournaments annually	Tournament Committee			
Maintain affordability of Tournament Entry Fees	ED, Board and Tournament Committee	\$0	Annually	
Promote Professional Participation in Chapter tournaments	ED; tournament, Senior and Assistant Committee Chairs	\$0	Annually	

Objective 2: Solicit and maintain prospective sponsors				
ACTION STEPS	RESPONSIBILITY	COST	DUE DATE	STATUS
Recruit sponsors	ED and Tournament Committee	\$0	Ongoing	
Maintain Sponsorship Packages	ED and Tournament Committee	\$0	Ongoing	

Goal #9: Attract quality individuals to our profession.

Objective 1: Improve and maintain orientation process for novices				
ACTION STEPS	RESPONSIBILITY	COST	DUE DATE	STATUS
Provide evaluation forms at each orientation	Orientation Committee	\$0	Ongoing	
Develop and continually update the program to ensure quality presentations	PGA National, Section Member Services, Chapter Chair	Variabl e	Ongoing	

Objective 2: Advertise orientation dates for upcoming year				
ACTION STEPS	RESPONSIBILITY	COST	DUE DATE	STATUS
Maintain current dates on web site	ED and Orientation Committee	\$0	2/1/**	
Publish orientation calendar in Section bulletins and in Chapter section of Fore-Word Press	ED and Orientation Committee	\$0	2/1/**	

Goal #10: Protect and preserve the integrity of the game.

Objective 1: Take a stance on current issues involving the game				
ACTION STEPS	RESPONSIBILITY	COST	DUE DATE	STATUS
React to issues that arise	ED and Board	\$0	Ongoing	

NOTE: The Strategic Planning Chairman will follow-up on progress of this plan and will report on the status at each Board Meeting.