

Contents

- Vision..... 2
- Mission 2
- Goal One - Build a strong, consistent, and valued volunteer base..... 2
 - Objective 1: Identify, recruit, engage and sustain volunteers..... 2
 - Objective 2: Governance..... 3
 - Objective 3: Expand the “bench” 3
- Goal Two - Strategically Grow Membership 4
 - Objective 1: Define Target Members..... 4
 - Objective 2: Develop a targeted outreach program..... 4
 - Objective 3: Increasing Member Value 4
 - Objective 4: Build organizational culture 5
- Goal 3 - Build Corporate Relations and Educational/ Training Programs 6
 - Objective 1: Create and maintain relationship with regional (and further) training programs. 6
 - Objective 2: Effectively align with company internal coaching programs 6
 - Objective 3: Data Mining and Credentialing..... 6
- Goal 5 - Secure Needed Resources 7
 - Objective 1: Make fund raising a priority 7
 - Objective 2: Develop a sponsorship/partnership program 7
 - Objective 3: Initiate collaborative opportunities to expand program base 8
 - Objective 4: Secure expertise to provide efficiency 8
- Goal 5 - Engage ICF Global in Achieving ICFP Goals..... 8
 - Objective 1: Build a mutually beneficial relationship with Global 8
 - Objective 2: Enlist Global support in developing member value 9
 - Objective 3: Approach Global on specific areas 9

Vision

We envision a world where people are empowered to reach their full potential through the coaching profession.

Mission

1. To engage membership
2. Support the professional success of our members
3. Increase visibility of coaching in our community
4. Expand impact of coaching in our community

To uphold the high standards of coaching established by the International Coaching Federation (ICF) by providing education, professional development, support and networking for coaches in the Greater Philadelphia region.

Goal One - Build a strong, consistent, and valued volunteer base

Objective 1: Identify, recruit, engage and sustain volunteers

We continue to work on this... How can each Committee use other volunteers on select projects? (Calling people, assisting at events, etc.?) Creating task forces for various projects is one way to get people involved...I would like us to create a task force for tele-classes...LA has had a robust system for years, but they have a Committee that creates and manages that. We'd need 3-5 people to do this.

Involve those just getting involved in coaching

Identify the opportunities for volunteer engagement

Generate committee descriptions; Encourage participation

Utilize training programs for volunteers (possibly provided by Global)—I asked Kristin, at global about this...they are looking into it

Create opportunities to “dip toe” into volunteer activity—“Greeters” at events??

Reverse the volunteer drain-increased participation = decrease in each of our time, but we have to be willing to oversee/guide/lead others

Create a volunteer dropbox folder/access for info, videos, resources

Objective 2: Governance

Develop a succession plan (for VP positions and officers)—We continuously work on this, however, since we are a volunteer organization this is not as steady or reliable as we would like. We have to be aware of and prevent volunteer burn-out!

Explore a back-up system to key positions (assistant VPs)-We created “Members at Large” instead as the VP positions were getting cumbersome and lacked meaning...the title was great on a resume, but often the title didn’t indicate leadership/work being done.

Evaluate volunteer workload; develop better balance with paid staff—only paid staff is Holly, our Virtual Assistant...she can also do social media. Potential to ask volunteers to work on social media e.g. if set up a LinkedIn ICFP Member Engagement Group

Redefine responsibilities for volunteer and paid staff—Holly and her staff are very efficient and prompt. Duties and responsibilities for Pres, VP, Sec and Treas are defined in the By-laws. We will need to define those for Members at large—particularly if/when members take on committee leadership assignments—those duties and responsibilities will need working out.

Objective 3: Expand the “bench”

Create incentives for service—What incentives would each of you like to have?

Provide for consistency and professional growth among volunteers—What would allow you to grow in your leadership?

Build the “team”—this is crucial! As a team, what talents or gifts do you have that you are willing to share? We’ll be doing an exercise in August that will assist us, in a fun way, to understand and know how to communicate effectively with one another. A key word here is building the pipeline of potential leaders. Each committee should recruit members to work on their committee, orient new committee members to the overall ICFP “brand” and message, and work with them keeping in mind their potential for serving on the full Board.

Utilize testimonials to market involvement—What does each of us get from being involved with ICF P? This would be useful to use. With focus on how the “testimonial” clarifies and exemplifies the ICFP branding message.

Address the perception that competition exists (it can be a deterrent to involvement).—Does this really exist? What else would be useful?

Goal Two - Strategically Grow Membership

Objective 1: Define Target Members

Focus upon trained professionals credentialed with ICF and working in the field

Define the role of credentialing in membership—ICF has done this with making 60 hrs. of coach specific education a requirement for membership.

Target membership with programs/education at higher level to attract/retain higher level member—We are focusing our educational offerings in this direction...to attract the more senior coaches.

Objective 2: Develop a targeted outreach program

Define the ICFP “target member” to be consistent with global member profile

Develop a ladder approach to membership:

Global members not yet ICFP members—Membership is working to get this list

Philadelphia region coaches not yet global members--Ditto

General coaching community—Not sure what this means

Set benchmarks for each membership outreach category

Refine the recruitment and on-boarding process—Nothing formal has existed to this point...We need and are developing a robust “on boarding” process for Board members July 12 and August 16...

Objective 3: Increasing Member Value

Highlight reasons for joining: networking, credits, best practices

Leverage opportunities through global; opportunities through other chapters

Maintain quality programs; continue to raise the bar on speakers and panelists—this is a focus for the Education Committee

Create additional programs, both events and services:

Tele-Classes, half-day programs etc.

Website member directory (drive potential members to website)—everyone’s thoughts on this?

Networking: create trust networks—what is meant by “trust” networks

Examine price differential between member and non-member program costs to reward members—are we talking ICF P members or ICF members?

Objective 4: Build organizational culture

—What do we want to define as our organizational culture? Some items I prefer: positivity, kindness, understanding of differences, positively supporting each other, trust, welcoming, safety... utilizing coach qualities in all we do. The culture begins with each one of us on the Board. So, how can we offer different perspectives, share insights in a positive manner, use “I” statements not “you” (I think/feel/believe vs. You do/need to), appreciate the gifts, talents and skills of one another, thank one another for their efforts, etc.? As coach leaders, especially of volunteers, we invite others not make demands. Leadership is not command, control and coerce...that’s the old model. For me, leadership is commend, cooperate and collaborate, which invites others to bring forth their passion, creativity and innate talents.

Enable membership defines program direction

Monitor how organization culture influences program development (for instance: IFCP has built a strong monthly dinner program, but so much attention is given to this program that little is left for other programs)—We’re working to add variety: virtual, dinner, Professional Development days...what about a local conference (this was done years ago and as I understand, it was quite successful and it could get many people involved)

Factor in young professionals; Address geographic areas (Harrisburg)

Must be a global member to be a chapter member; global membership should provide member value to chapter membership (although not defined)—ICF gives us money according to the number of members that have aligned with IFCP

Address the need to “feed” seasoned coaches—This is something the educational committee considers when bringing in speakers and topics. When you bring in high quality speakers you raise all coaches knowledge.

Goal Three - Build Corporate Relations and Educational/ Training Programs

Objective 1: Create and maintain relationship with regional (and further) training programs

Partner with educational institutions providing coach education—This was talked about, but not systemically organized and followed through.

Explore mutually beneficial activities i.e., graduate assistants, internships

Develop a natural membership pipeline; leverage global relationships in the region

Objective 2: Effectively align with company internal coaching programs

Serve as a recruiting resource for internal company programs—is this possible and how could we promote it?

Provide best practices and training/credentialing—what does this mean?

Consider a corporate rate for membership (with appropriate benefits); endorsement through membership—since we do not charge membership fees, I'm not sure about this item.

Develop an awards program acknowledging excellence in company coaching programs (Lehigh Valley Hospital is a good example)—this is something to consider...what are your thoughts?

Explore a strategic alignment with SHRM-also PSPS, ATD, etc.—are these organizations open to strategic alignments and what would that look like? What would ICFP want to get from such an alignment? I reached out to each this past year without success. Craft a strong benefits-reciprocal WIFM message to reach out to these prof orgs and associations to re-establish connections eg Terry/Nicky in PSPS Coaching SIG – cross-pollination opps.

Objective 3: Data Mining and Credentialing

Collect data to identify industries/organizations with internal coaching programs—This is something we could do...at least start a list of companies with internal coaching...Last September's panel was a start.

Assist Global in building stronger relationships with regional training programs in order to track data on potential members (ACTP)—not sure about this

Find data on total available audience of coaches; There is ample knowledge about who belongs to Global but not local chapters—Global does have knowledge of who belongs to local

chapters...however, do they have a list of addresses of people that are Global members but have not aligned with their local chapters?

Capitalize on ICF Global’s reputation as the world-wide leader in credentialing—this is known by credentialed coaches...how can we, as a local chapter, capitalize on it? How can we use this in our branding.

Gather metrics at all levels—What metrics would be useful?

Goal Four - Secure Needed Resources

—Outreach Committee did some beginning work here...What else is needed to raise this to consciousness and make it a focus?

Objective 1: Make fund raising a priority

—We have not worked in this area before, so many of us may be novices...who do we know that could assist us in developing this area? As a 501c6 we are not allowed to do fund-raising, however we can solicit sponsorships. Background for sponsorship support is what message are sponsors buying into—the ICFP “Brand” again. What is it that ICFP wants to be known for, education(?) networking(?) mentorship(?) advocacy? How do we market that message so it inspires members, but also potential sponsors? And who is our targets for providing sponsorships?

Create a “Case for Support”—What are the benefits of supporting ICFP?

Elevate fund raising to an all-board responsibility—How can this apply to sponsorships?

Provide training to the board on fund raising techniques—Ditto above

Secure professional support

Ensure that events cover their costs; utilize sponsorships—What do we offer sponsors?

Objective 2: Develop a sponsorship/partnership program

—We have not had an active program before...How can we grow this area?

Delineate defined sponsor benefits—See the benefits package Eunice Carpitella developed...included

Identify, track, cultivate and solicit prospects—Who do each of us know that might be interested...what about the organizations that have internal coaches?

Manage the process

Objective 3: Initiate collaborative opportunities to expand program base

Opportunities to gather credits—not sure what is meant here

Mutually beneficial relationships with area companies, especially healthcare—do any of you have a contact or know someone that would be an excellent speaker? What kind of an alliance could we create?

Objective 4: Secure expertise to provide efficiency

Tap professional resources within the industry—I can talk with Kristen Kelly whenever needed...we can also get a speaker from Global

Engage appropriate professional support; clearly articulate deliverables

Face of the Organization should be Executive Director—we no longer have an executive director...actually, I believe each Board member is the Face of the Organization and therefore we each exemplify good coaching characteristics, behaviors and practices at all times...Coaching is a way of being, not just what we do.

Goal Five - Engage ICF Global in Achieving ICFP Goals

—I met with Kristin Kelly and reviewed this section with her

Objective 1: Build a mutually beneficial relationship with Global

Develop an interactive model with Global—What can Global offer in this area?

Create a forum of discussion among and between chapters (all chapters are unique, but share common purpose)—Kristen holds regular meetings

Secure access to Global R & D would be valuable—What Global R&D would be beneficial to our chapter?

Engage the Global regional office in a discussion of the ICFP strategic plan--doing

Understand the Global strategy: control credentialing; provide revenue to chapters; raise the value of Global—Is there a central place to get all this information that is available to Board members? Credentialing updates are scheduled for each February and will be relayed to members via the newsletter

Objective 2: Enlist Global support in developing member value

–What could local member value entail? How can we create more visibility about coaching and ICFP in our region via the media, etc.? What is our local brand and how does that fit with global?

Learn and use their membership strategy to benefit ICFP –What are some strategies ICF uses that we could adapt?

Drive more coaches to Global

Align member benefits—this is fuzzy for me...

Objective 3: Approach Global on specific areas

Collaborate with Global on educational connections—Will any Board members be in our area this year? Global will also send Board members to do a program or a virtual program.

Access speakers bureau; program development support (do not recreate the wheel)—There is but there is no insight into the quality of speakers

Direction on common issues: board recruitment and retention; membership growth, resource development, etc.—What resources does Global have on this?

Assist with packaging board on-boarding materials and training programs

(Standardized resources/webinars)—Have recommended this to Global, will check to see if anything has been done on this

Providing leadership institute/meeting; developing chapter leadership—ICF Global is working on this...

Contribute to chapter leadership incentives: Global to consider dues relief for chapter board members—What incentives does Global have for chapter leaders/Board members?