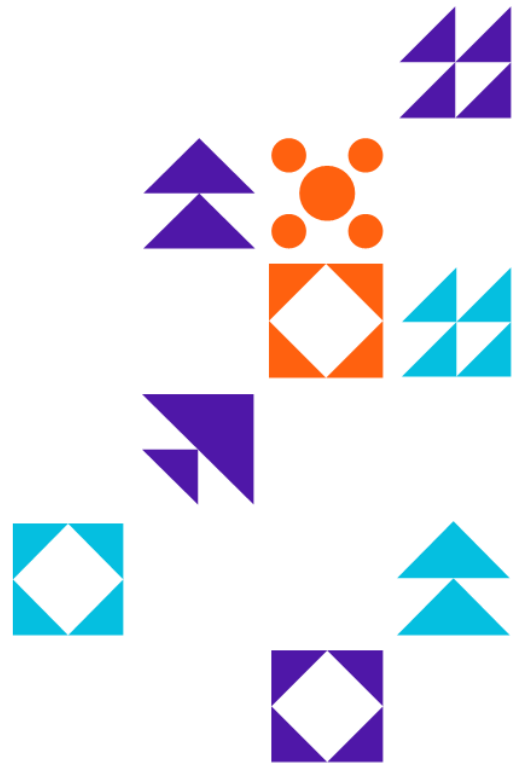


# PMI Columbus, Ga Strategic Plan 2020-2023



**Project  
Management  
Institute®**  
Columbus, Georgia

December 2020

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## About Us

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### Vision

The PMI Columbus, GA Chapter is recognized as a dynamic organization of dedicated Professional Project Managers committed to serving the business and educational community based in Columbus, Georgia and supporting surrounding communities through the advancement the profession of Project Management.

### Mission

The PMI Columbus, GA Chapter provides a forum to promote the global principles of the Project Management Institute by supporting members who are seeking to achieve or maintain their certifications as well as the community by providing educational and certification opportunities to enhance their careers.

### Goals

*Desired result we want to achieve*

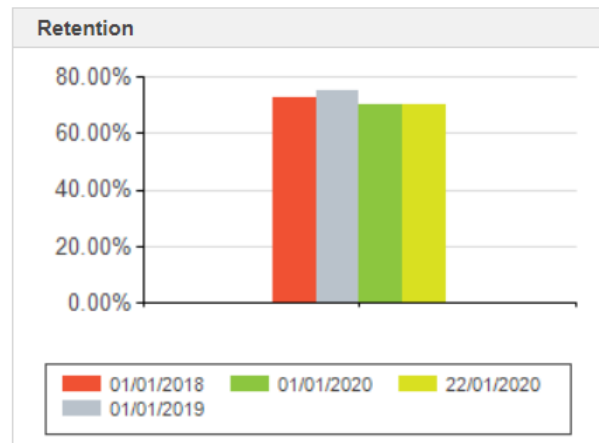
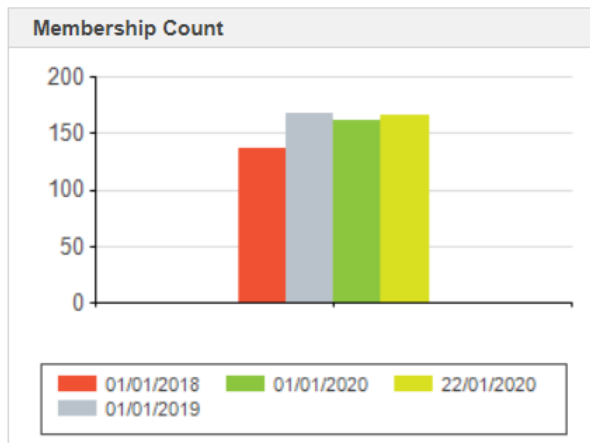
- Increase the percentage of certified members in the chapter.
- Increase member satisfaction.
- Offer educational opportunities that are equally distributed across the talent triangle.
- Give back to the community.
- Expand offering footprint beyond Columbus, Ga.
- Diversify outreach to prospects.

## Chapter Statistics

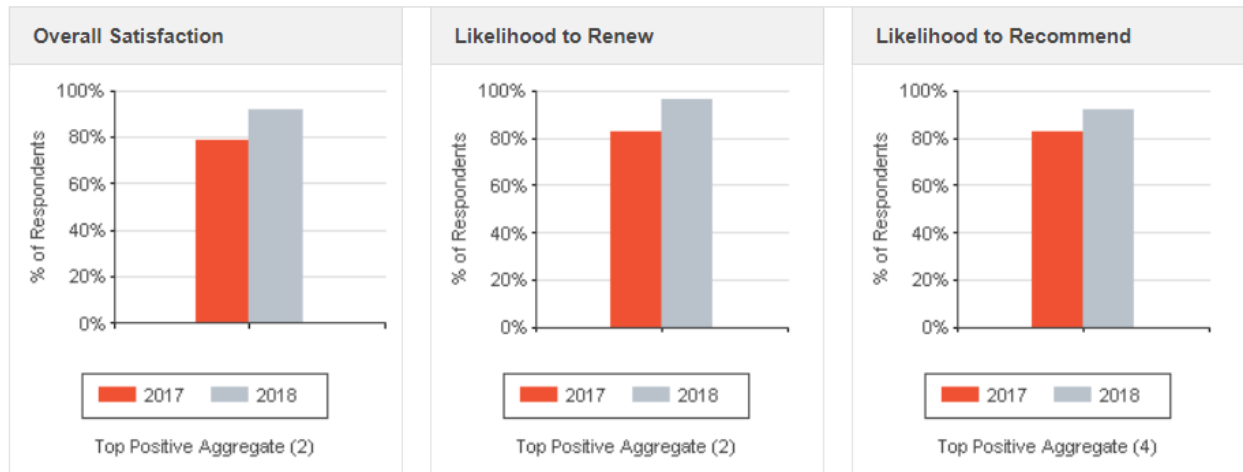
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### Membership

Information as of January 23, 2020

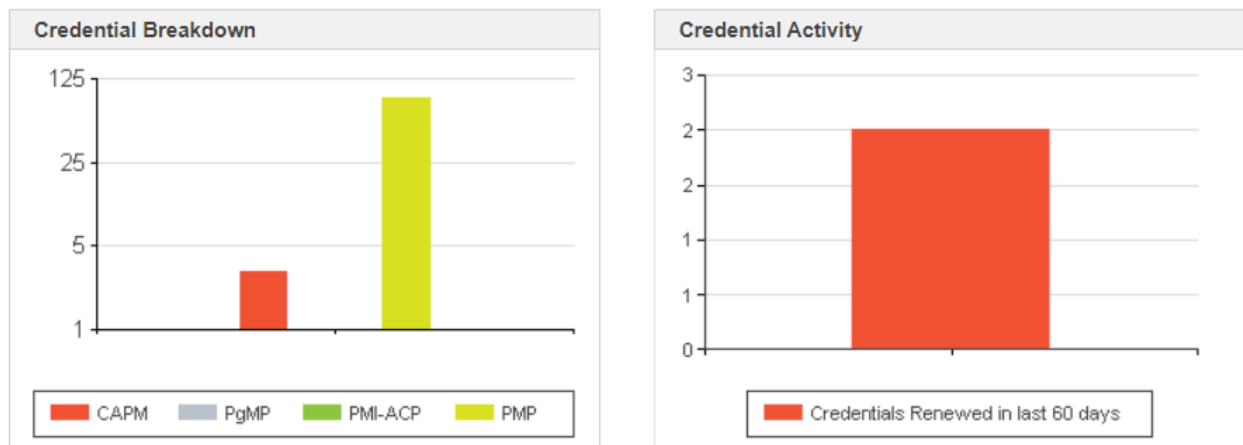


## Member Satisfaction



## Professional Development

### Credentials



## Member Credential Count Summary

As of 1/24/2019

Credential	Credential Count
PMP ®	94
CAPM ®	3
PMI-ACP ®	2
PgMP ®	1
<b>Total</b>	<b>100</b>

As of 1/23/2020

Credential	Credential Count
PMP ®	87
CAPM ®	3
PgMP ®	1
PMI-ACP ®	1
<b>Total</b>	<b>92</b>

As of 1/20/2021

**Member Credential Count Summary**

<b>Credential</b>	<b>Credential Count</b>
PMP ®	94
CAPM ®	5
PMI-ACP ®	4
PgMP ®	2
<b>Total</b>	<b>105</b>

## Region 14 - Chapter Comprehensive Report Comparison

### December 2018 Chapter Comprehensive Report

Name	Chapter Number	Potential Chapter	Total Active This Month Last Year	Total Active This Month	Variance (YoY)	% Change YTD	% Change YoY	YTD New Members	Total YTD Non Renew	Attrition Rate	YTD Renewals	Rolling 12 Month New Members	Rolling 12 Month Retention
<b>The South North America &amp; Caribbean (14)</b>													
14 PMI East Tennessee Chapter	C007	0	646	686	40	6.19%	6.19%	189	147	22.76%	474	189	76.93%
14 PMI Atlanta Chapter	C010	0	5012	5,214	202	4.03%	4.03%	1,621	1,406	28.05%	3,434	1,621	71.69%
14 PMI Palmetto Chapter	C028	0	622	649	27	4.34%	4.34%	186	160	25.72%	451	186	74.44%
14 PMI South Florida Chapter	C038	0	2110	2,324	214	10.14%	10.14%	782	563	26.68%	1,476	782	73.08%
14 PMI North Alabama Chapter	C051	0	758	831	73	9.63%	9.63%	238	162	21.37%	576	238	78.23%
14 PMI Augusta Aiken Chapter	C055	0	422	464	42	9.95%	9.95%	141	99	23.46%	313	141	76.54%
14 PMI Tampa Bay, Florida Chapter	C062	0	1903	2,067	164	8.62%	8.62%	670	504	26.48%	1,359	670	73.41%
14 PMI Central Florida Chapter	C069	0	1262	1,377	115	9.11%	9.11%	482	363	28.76%	871	482	70.92%
14 PMI Northeast Florida Chapter	C079	0	957	1,004	47	4.91%	4.91%	312	261	27.27%	662	312	72.31%
14 PMI Central Alabama Chapter	C081	0	685	716	31	4.53%	4.53%	190	159	23.21%	502	190	76.79%
14 PMI South Carolina Midlands Chapter	C086	0	565	569	4	0.71%	0.71%	189	184	32.57%	371	189	67.26%
14 PMI Nashville, TN Chapter	C097	0	1494	1,576	82	5.49%	5.49%	455	371	24.83%	1,098	455	75.03%
14 PMI Columbus, Georgia Chapter	C098	0	145	170	25	17.24%	17.24%	65	40	27.59%	99	65	72.41%
14 PMI Florida Suncoast Chapter	C132	0	444	532	88	19.82%	19.82%	206	117	26.35%	328	206	73.42%
14 PMI Savannah, GA Chapter	C201	0	144	164	20	13.89%	13.89%	75	55	38.19%	87	75	61.81%
14 PMI Memphis, TN Chapter	C202	0	527	612	85	16.13%	16.13%	214	124	23.53%	387	214	75.52%
14 PMI Southern Caribbean Chapter	C203	0	565	598	33	5.84%	5.84%	162	129	22.83%	403	162	77.17%
14 PMI Jamaica Chapter	C205	0	263	287	24	9.13%	9.13%	91	67	25.48%	170	91	74.52%
14 PMI Charleston, SC Chapter	C235	0	639	646	7	1.10%	1.10%	190	185	28.95%	439	190	71.36%
14 PMI Tallahassee, Florida Chapter	C287	0	306	342	36	11.76%	11.76%	99	62	20.26%	236	99	79.41%
14 PMI Space Coast, Florida Chapter	C289	0	526	542	16	3.04%	3.04%	142	127	24.14%	383	142	76.05%
14 PMI Chattanooga Chapter	C299	0	319	333	14	4.39%	4.39%	100	86	26.96%	221	100	73.04%
14 PMI South Alabama Chapter	C305	0	177	186	9	5.08%	5.08%	53	44	24.86%	121	53	75.14%
14 PMI Emerald Coast, FL Chapter	C343	0	431	461	30	6.96%	6.96%	152	120	27.84%	303	152	71.69%
<b>Region 14 Total</b>			<b>20,922</b>	<b>22,350</b>	<b>1428</b>	<b>6.83%</b>	<b>6.83%</b>	<b>7,004</b>	<b>5,535</b>	<b>26.46%</b>	<b>14,764</b>	<b>7,004</b>	<b>73.35%</b>

### December 2019 Chapter Comprehensive Report

Name	Chapter Number	Potential Chapter	Total Active This Month Last Year	Total Active This Month	Variance (YoY)	% Change YTD	% Change YoY	YTD New Members	Total YTD Non Renew	Attrition Rate	YTD Renewals	Rolling 12 Month New Members	Rolling 12 Month Retention
<b>The South North America &amp; Caribbean (14)</b>													
14 PMI East Tennessee Chapter	C007	0	686	742	56	8.16%	8.16%	183	126	18.37%	566	183	81.49%
14 PMI Atlanta Chapter	C010	0	5214	5,416	202	3.87%	3.87%	1,374	1,163	22.31%	4,011	1,374	77.52%
14 PMI Palmetto Chapter	C028	0	649	712	63	9.71%	9.71%	196	132	20.34%	526	196	79.51%
14 PMI South Florida Chapter	C038	0	2324	2,522	198	8.52%	8.52%	725	525	22.59%	1,782	725	77.32%
14 PMI North Alabama Chapter	C051	0	831	953	122	14.68%	14.68%	247	123	14.80%	701	247	84.96%
14 PMI Augusta Aiken Chapter	C055	0	464	527	63	13.58%	13.58%	151	87	18.75%	368	151	81.03%
14 PMI Tampa Bay, Florida Chapter	C062	0	2067	2,218	151	7.31%	7.31%	621	470	22.74%	1,593	621	77.26%
14 PMI Central Florida Chapter	C069	0	1377	1,533	156	11.33%	11.33%	479	324	23.53%	1,039	479	76.54%
14 PMI Northeast Florida Chapter	C079	0	1004	1,122	118	11.75%	11.75%	342	222	22.11%	772	342	77.69%
14 PMI Central Alabama Chapter	C081	0	716	740	24	3.35%	3.35%	189	166	23.18%	540	189	76.96%
14 PMI South Carolina Midlands Chapter	C086	0	569	588	19	3.34%	3.34%	158	140	24.60%	429	158	75.57%
14 PMI Nashville, TN Chapter	C097	0	1576	1,660	84	5.33%	5.33%	390	303	19.23%	1,243	390	80.58%
14 PMI Columbus, Georgia Chapter	C098	0	170	169	-1	-0.59%	-0.59%	47	45	26.47%	121	47	71.76%
14 PMI Florida Suncoast Chapter	C132	0	532	542	10	1.88%	1.88%	147	137	25.75%	404	147	74.25%
14 PMI Savannah, GA Chapter	C201	0	164	178	14	8.54%	8.54%	73	59	35.98%	108	73	64.02%
14 PMI Memphis, TN Chapter	C202	0	612	625	13	2.12%	2.12%	170	157	25.65%	456	170	74.35%
14 PMI Southern Caribbean Chapter	C203	0	598	602	4	0.67%	0.67%	133	130	21.74%	442	133	78.43%
14 PMI Jamaica Chapter	C205	0	287	245	-42	-14.63%	-14.63%	70	111	38.68%	162	70	60.98%
14 PMI Charleston, SC Chapter	C235	0	646	674	28	4.33%	4.33%	169	141	21.83%	503	169	78.17%
14 PMI Tallahassee, Florida Chapter	C287	0	342	388	46	13.45%	13.45%	107	62	18.13%	288	107	82.16%
14 PMI Space Coast, Florida Chapter	C289	0	542	579	37	6.83%	6.83%	144	106	19.56%	431	144	80.26%
14 PMI Chattanooga Chapter	C299	0	333	407	74	22.22%	22.22%	139	63	18.92%	267	139	80.48%
14 PMI South Alabama Chapter	C305	0	186	196	10	5.38%	5.38%	51	40	21.51%	149	51	77.96%
14 PMI Emerald Coast, FL Chapter	C343	0	461	539	78	16.92%	16.92%	173	92	19.96%	356	173	79.39%
<b>Region 14 Total</b>			<b>22,350</b>	<b>23,877</b>	<b>1527</b>	<b>6.83%</b>	<b>6.83%</b>	<b>6,478</b>	<b>4,924</b>	<b>22.03%</b>	<b>17,257</b>	<b>6,478</b>	<b>77.85%</b>

## Chapter Value

### Chapter Value to Members

- Enlarging Members' professional network
- Creating opportunities for professional development for members and non-members

- Keeping members up to date with trends in the project management field
- Keeping members updated on any changes on the PMBOK
- Creating opportunities to earn PDU credits
- Creating networking mixer opportunities to foster learning and professional advancement

### Chapter Value to Volunteers

- Creating leadership development opportunities
- Creating opportunities to practice project management methodology and earn PDUs
- Develop existing or new skills
- Participate in the volunteer recognition program
- Give back to the community
- Networking and provide opportunities to make new friends and business acquaintances

### Chapter Value to Other Stakeholders

- Creating value to organizations, the community and academic institutions in the area
- Organize professional development activities that are at a group rate, so the cost is more manageable for the employer or employee
- Fostering social good initiatives in the community where members can help and participate
- Partner with other or organizations or chapters to promote collaboration and address regional initiatives

## Strategy

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### Implementation Plans

*Avenues to achieve our objectives with collaboration of volunteers and staff*

#### Academics

- Increase presence at local universities within our region such as Columbus State University and Auburn University.
- Look to expand to other local colleges and universities by 2023.

#### Executive board

- Perform an annual strategic planning session with the executive board.
- Include Chapter Mentor and Chapter Partner in the strategic process.
- Share the strategic plan with members in the annual basis.
- Create transition planning and incorporate any information in the Chapter Operating Manual.
- Partner with other chapters/organizations to achieve mutual benefits.

#### Finance

- Create annual budget and an annual forecast for the chapter as indicated in the PMI's Financial Management Brochure. Track and maintain the budget on a monthly basis.
- Get the annual budget and forecast approved by the chapter board and update as needed.
- Perform a semi-annual budget review meeting with the Chapter Board and update budget forecast as needed.
- Start drafting an annual budget and forecast by year-end so it is ready at the beginning of each year for officers to use.

- Provide an update to the membership at least once a year.
- Acquire a finance software to help track expenses and create a budget.
- Create a reserve policy for the chapter.

### Governance

- Review chapter Bylaws in the annual basis to determine if they need to be updated.
- Review conflict of interest policy with each officer and volunteer prior to joining the board.
- Create a Chapter Operating Manual and update it as needed.
- Use the Operating Manual for onboarding and transitioning roles.
- Use board document section in Proteon/Dark Rhino site to save documents, templates, meeting minutes and financial information.

### PMIef

- Create partnerships with local non-profits to support social good initiatives.
- Establish a yearly professional day of service.
- Establish partnerships with any school or entity targeting high school and freshmen college students and work with teachers and students to provide project management skills for life material and presentations.
- Work with other local non-profits to provide project management information.

### Programs/Professional Development

- Create a speaker bureau with a list of speakers for workshops, conferences, forums or symposiums (in person or virtual).
- Collaborate with other chapters to bring speakers and offer additional opportunities to get PDUs via in person or online.
- Provide networking opportunities to chapter members.
- Offer PMI certification programs or other certificate programs allowed by PMI.
- Provide convenient locations (in person or virtual) to meet to cover our footprint.
- Establish a framework with spending thresholds and break-even points so that long-term planning and budgeting can be achieved with a routine cadence.

### Marketing

- Create a yearly Marketing Plan.
- Create a year photo book to help promote the chapter to prospect members and sponsors.
- Develop a sponsor program to increase funding for chapter events and activities as well as developing strong relationships with local organizations.
- Drive traffic to the Chapter LinkedIn page to help answer questions.
- Advertise all events via Social Media (Facebook, Twitter, and LinkedIn).
- Post photos/videos of events to social media accounts.
- Post articles related to trends or the PM profession.
- Share newsletters (if applicable) via Social Media.

### Membership

- Provide new member packages and new member orientation.
- Celebrate members (1<sup>st</sup> year membership, milestone anniversaries, etc.)
- Celebrate members who earned a PMI certification.



- Follow up with members whose certification is about to expire or is within 60 days of expiration date.
- Offer guest passes to include military and veterans. Strive to achieve the 500 club status.
- Create a mentoring program for members and non-members.
- Establishing 3-year attendance goals - for the chapter and for individuals, with some type of incentive.
- Establishing a call program to increase attendance. Increasing attendance will enable us to book better speakers.

### Military

- Increase Military engagement and presence at Fort Benning.
- Foster partnerships with local organizations to support active military or veterans who are transitioning to the civilian world and are considering project management as their field of expertise.
- Offer presentations about benefits of joining PMI and earning a PMI certification.
- Offer programs or certification opportunities for military and veterans.
- Offer military guest passes.

### Volunteer Engagement

- Create and onboarding and transition plan.
- Create a volunteer retention plan.
- Each officer should be looking for their next replacement and possibly seeking an assistant to help achieve immediate responsibilities.

### Webmaster

- Regular website maintenance to remove any old files and add new information.
- Create FAQs section on the website.
- Include PMI global events that are available for members.
- Update and maintain a job posting section as a benefit to members.