



**Business Professionals of America,  
Minnesota Association,  
College Division**

**STRATEGIC PLAN**

**Adopted July, 2009**

**MISSION**

The mission of Business Professionals of America Minnesota Association, College Division is to prepare a world-class workforce through the advancement of leadership, academic, citizenship, and technological skills.

**OUR VISION:**

Advancing workplace excellence!

“A W E !”

***GOAL ONE ...***

- By June 2012, the Business Professionals of America, Minnesota Association, College Division, will have increased its membership by at least fifty percent by increasing membership at a rate of at least 10% per year.

***GOAL TWO ...***

- By June 2012, the Business Professionals of America, Minnesota Association, College Division, will have added and enhanced unique member services based on documented needs to advance workplace excellence.

**STRATEGIC PLAN GOALS  
2009-2010 ACTION PLAN**

**Strategic Goal #1**

- By June 2012, the Business Professionals of America, Minnesota Association, College Division, will have increased its membership by at least fifty percent by increasing membership at a rate of at least 10% per year.
  - 2009-2010 Current state membership is at 315—goal would result in an increase to 347 members.
  - 2009-2010 Chapter Recruitment
  - Current chapters statewide are 12—goal would result in an increase of one new chapter with a minimum of 10 members.

Action to be Taken	Date to be Completed	Person(s) Responsible	Date Completed
Discontinue using Facebook as a marketing tool.	October, 2009	All advisors	
Continue to offer open events through D2L.	February, 2010	Bev O'Connor	
CHiP—format in Excel for easier usage.	October, 2009	Paul Haarstick	
CHiP training for local officers at PDC.	October, 2009	Paul Haarstick	
Send an invitation letter to prospective students.	October, 2009	All advisors	
Recruit new colleges.	October, 2009	Bev O'Connor, Jean Guerber, Harold Chromy, Lynn Dotseth, Lois Flaig, and Leslie Bauman	
Market BPA at MBEI Fall Conference.	October 3, 2009	Bev O'Connor, Leslie Bauman, Coral Bogan	
Recruiting through presentation at GEM meeting .	October, 2009	Leslie Bauman	
Reward chapters.	Ongoing	Bev O'Connor	
Recruit alumni members.	Ongoing	Lynn Dotseth and all advisors & members	
Recruit students by attending secondary BPA Conferences.	April, 2010	State officers	
Mentors for new advisors.	December, 2009	Bev O'Connor and assigned advisors	
Training notebook for all advisors	Ongoing	Bev O'Connor	
Explore online opportunities for starting a virtual membership.	May, 2010	Bev O'Connor, Terri Pelzel, Leslie Bauman, and Lois Flaig	

**Strategic Goal #2**

- By June 2012, the Business Professionals of America, Minnesota Association, College Division, will have added and enhanced unique member services based on documented needs to advance workplace excellence.
  - 2009-2010 member services will be enhanced through increased membership.

<b>Action to be Taken</b>	<b>Date to be Completed</b>	<b>Person(s) Responsible</b>	<b>Date Completed</b>
<b>Establish a database of secondary advisors; use database as marketing tool (i.e. congratulations for competing at state/nations, graduating, etc.) List Minnesota colleges that have BPA chapters.</b>	<b>Ongoing</b>	<b>Bev O'Connor</b>	
<b>Survey alumni at SLC concerning recommendations to change and/or improve BPA.</b>	<b>May 1, 2009</b>	<b>Lynn Dotseth</b>	
<b>Host a graduate reception at SLC.</b>	<b>February, 2010</b>	<b>Bev O'Connor</b>	
<b>Enhance PDC with a variety of diverse presentations from year-to-year.</b>	<b>Ongoing</b>	<b>Bev O'Connor and Ex. Board members</b>	
<b>Focus PDC and SLC on the state's BPA vision. of A W E!. (Advancing Workplace Excellence!)</b>	<b>Ongoing</b>	<b>Bev O'Connor, State Officer Team, and Ex. Board members</b>	