Long Range Plan Use and Guidance

It is intended that this Long Range Plan will be the guidance document for the objectives of the Executive Committee of the Bakersfield Chapter of ASSE (the Chapter) in the planning and execution of the strategic affairs of the Chapter in order to achieve long range goals.

The tactical measures of routine Chapter activities performed to achieve these goals, is not prescriptively stated to allow maximum flexibility to implement new ideas. This document will be reviewed and updated on an annual basis by members of the Executive Committee.

Chapter Mission Statement

The mission of the Bakersfield Chapter of ASSE is to enhance the status and promote the advancement of the Safety, Health and Environmental profession and to foster the technical, scientific and managerial knowledge and skills of those safety, health, and environmental professionals whom we serve.

Chapter Vision Statement

The vision of the Bakersfield Chapter of ASSE is to be the premier regional organization for those engaged in the practice of protecting people, property and the environment, by providing the resources, guidance and network to enhance their careers and professional development.
Strategic Measures and Goals:

1. Increase Chapter revenues:
   a) Identify additional non-dues revenue generating ideas
      i. Annual Symposium
      ii. Monthly Meeting income
      iii. Chapter Dues from Society
      iv. Raffle at monthly meeting
   b) Keep monthly meeting costs in line with monthly revenues
      i. Hodel's Restaurant costs
      ii. Merchant account fees
      iii. Purchase and maintenance of audio equipment and credit card machine
   c) Actively manage cash account to grow idle assets
      i. Ensure an annual review by the Executive Committee on the financial status of the Chapter
      ii. Establish minimum cash base for Chapter operations

2. Grow Symposium by identified key measures:
   a) Attendance growth year over year
   b) Gross revenues
   c) Net profits to Chapter
   d) Total expenses
   e) Surveys
      i. Attendee
      ii. Vendor / Sponsor

3. Grow Chapter Membership:
   a) October “Bring a Guest” month
   b) Maintain welcoming philosophy for both members and guests
      i. Round table introductions
      ii. Membership Chair presentation
   c) No price differential for member and non-members at Monthly meeting or the Annual Symposium
   d) Continue Chapter support for development and sustainment of a Student Section at CSUB or consider Section near Mojave (Edwards AFB)

4. Increase participation in Chapter operations:
   a) Encourage participation on subcommittees by members who do not currently participate
i. Develop Operating Guidelines for Executive Committee positions to clarify expectations and encourage participation
b) Develop list of potential candidates to target for volunteering
   i. Those with certifications since they need CEU's
c) Develop a list of opportunities for candidates, including scope of effort required
d) Set goals for Executive Committee members to contact potential candidates
e) Send at least one candidate to Leadership in Chicago each year
f) Provide tangible recognition for those who volunteer for Chapter activities
   i. Letters / Certificates of Recognition

5. Diversify Membership base:
   a) Track member and guests by company and industry
   b) Set goals for Executive Committee members to make contact
   c) Strive for industry diversity representation on Executive Committee

6. Identify specific measures of Chapter success:
   a) Monthly meeting attendance, member and guest
   b) Growth in financial metrics such as trends in revenue, expenses, and cash on hand
   c) Number of members/guests who obtain certification

7. Identify key factors to the Chapter’s success or failure:
   a) Welcoming attitude encouraged by all members, especially Officers and Chairs
   b) Long term participation by key Executive Committee members
   c) Open and Welcoming atmosphere at monthly meeting and Executive Committee
   d) Consistent meetings including time, place, and cost
   e) Interesting and relevant topics and speakers
   f) Networking and job opportunities – round table introductions
   g) Survey of attendees for topics and speakers
   h) Review, update, and utilize SWOT Analysis
   i) Develop spreadsheet of Executive Committee duties for each position
   j) Develop Chapter Operating Guide (KISS - single page?)
      i. Executive Committee
      ii. Monthly Meeting
      iii. Internal report card on LRP achievements

8. Provide tangible support to Membership and Society:
   a) Scholarships including certification achievement
   b) Annual Symposium event
   c) CEU’s from Symposium and participation on Executive Committee
   d) Establish Lunch and Learn events
e) Implement Networking and Social events
f) Provide financial support for attendance at ASSE Leadership Conference
g) Public Affairs – publish activities of Chapter:
   i. New Executive Committee members annually
   ii. Monthly meeting
   iii. Symposium
   iv. Society Activity – NAOSH Week, etc.
h) Maintain selection and support of Chapter and Regional SPY Award
i) Maintain active Participation in ROC1 Affairs by Executive Committee
j) Maintain and update Chapter website to provide useful information to members

9. Maintain Chapter:
   a) Maintain Chapter incorporation (Illinois)
   b) Know and follow IRS Tax Status (Not for Profit)
   c) Ensure compliance with state incorporation rules
   d) Continue to exceed minimum Society expectations for the Chapter

10. Foster Professional Development
   a) Offer study groups and routinely advertise availability of same to members and
      non-members
   b) Periodically evaluate breadth of study group offerings and adjust as needed to
      ensure identified needs of chapter members and non-members are met (i.e. focus
      on math review, ASP, CHST, CHMM, ARM, CSP, etc.)
   c) Explore professional development opportunities with public and private
      educational institutions (e.g., CSUB, Westec, ABC, Columbia Southern, etc.)

11. Government Affairs
   a) Track proposed regulations and standards and if deemed appropriate, support or
      oppose related proposals at local, state or federal level.
   b) Promote awareness of new and proposed legislation and standards to Chapter
      members at meetings and through electronic means
   c) Encourage member participation on subcommittees or other standards
      promulgating bodies by those chapter members qualified and capable.

A. Chapter Activities / Achievement

The Executive Committee has identified certain ongoing activities that have contributed to
the current and ongoing success of the Chapter. Especially important is the personal
engagement of members and guests in the activities of the Chapter. In order to maintain
an active and growing Chapter these practices, as a minimum, should be continued:
Bakersfield Chapter
Long Range Plan 2017…2020

i. Utilizing Officers and Chairs to greet members and guests at each meeting to enhance the friendly, open and inclusive environment.

ii. Planning and hosting regular monthly meetings that are relevant, current and interesting for members and guests.

iii. Keeping the members and guests engaged in the Chapter through active participation and information sharing, including written and electronic communication.

iv. Aligning the Chapter’s activities with Society objectives such as, comprehensive record keeping, timely and accurate reporting, Bylaw reviews, membership growth and support of The Foundation.

v. Providing for representation of the Chapter at Regional and Society ASSE meetings and sharing opportunities for participation in Regional and National events.

vi. Provide ongoing learning and networking opportunities for members and guests of the Chapter by selecting interesting speakers and topics for the regular meetings and planning and scheduling the Annual Symposium.

vii. Planning for and implementation of prudent financial management of the Chapter’s assets.

viii. Open and Welcoming attitude, demonstrated by treating members and guests as equally as feasible.

B. Leadership & Professional Development

Provide Leadership and Professional Development opportunities, as well as recognition, for our members and guests by:

i. Succession planning for the Executive Board, including identifying potential candidates for Officer and Chair positions, and management of elections.

ii. Encourage professional development of members and guests by sharing opportunities for learning and employment.

iii. Involve members and guests in Chapter activities, including regular monthly meetings, chairs, committees, sub-committees and events.
iv. Provide recognition for members and guests for participation in Chapter activities and other achievements.

v. Provide recognition (formal or informal) for members’ professional development achievements.

vi. Share information on and provide scholarship opportunities for career development.

vii. Expand the sphere of influence of the Chapter by including other organizations and other Chapters in our activities.

C. Continuous Improvement

The Executive Board will regularly evaluate the Chapter’s plans and efforts to build on the many successes and identify new opportunities to improve the results achieved. Some of the tools that may be used to assist in the evaluation include:

i. Encourage the participation of a broad spectrum of Chapter members to provide input on future plans.

ii. Surveys to seek input on Chapter activities from members and guests.

iii. Ensure current and accurate information relative to members and guests and use this information to focus future efforts.

iv. Use of tools SWOT Analysis to evaluate performance.
**SWOT Analysis**

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<thead>
<tr>
<th>Strength</th>
<th>Weakness</th>
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<tbody>
<tr>
<td>1. Consistent monthly meeting time, cost and quality of speakers &amp; topics that is professional and welcoming</td>
<td>1. Majority of Chapter revenue is generated thorough the annual Symposium (all eggs in one basket)</td>
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<tr>
<td>2. Job opportunity and networking at monthly meeting</td>
<td>2. Can do more to recognize folks who volunteer</td>
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<td>3. Ongoing Symposium quality and success</td>
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<td>4. Growing membership with strong monthly meeting participation</td>
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<td>5. Very active, long term board participants, organizational depth and experience</td>
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<td>6. Support by many local businesses for Chapter activities and members</td>
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<td>7. Financially solvent due to long term conservative mindset</td>
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<thead>
<tr>
<th>Opportunity</th>
<th>Threat</th>
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<tbody>
<tr>
<td>1. Continue efforts to start a student section at Bakersfield College</td>
<td>1. National and State economy</td>
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<td>2. Continue to seek avenues to increase visibility of Chapter activities as well as safety issues (Symposium and NAOSH Week)</td>
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<td>3. Enhance our website and utilize social media technology</td>
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<td>4. Partner with organizations such as AgSafe, SHRM and Golden Empire Safety Society to expand exposure</td>
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