

# **Institute of Industrial Engineers Lancaster-Harrisburg Chapter 2009 Strategic Plan**



**Date:** January 15, 2009  
**Chapter Name:** Lancaster-Harrisburg  
**Chapter No:** 71  
**Region:** Northeast  
**Website:** [www.iie71.org](http://www.iie71.org)  
(Currently under construction)

**Institute of Industrial Engineers  
Lancaster-Harrisburg Chapter  
2009 Strategic Plan**

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**I. 2009 Chapter Board**

President	Chirag Modi <a href="mailto:president@iie71.org">president@iie71.org</a>
Vice-President	Jeremy Rank <a href="mailto:vp@iie71.org">vp@iie71.org</a>
Treasurer	Thomas Burson <a href="mailto:treasurer@iie71.org">treasurer@iie71.org</a>
Director of Membership	Jill Kovach <a href="mailto:membership@iie71.org">membership@iie71.org</a>
Director of Publications	Nicole Rank <a href="mailto:newsletter@iie71.org">newsletter@iie71.org</a>
Director of Community Outreach/Student Development	William (Bill) Schuck, Kaitlin Hartzell <a href="mailto:communityoutreach@iie71.org">communityoutreach@iie71.org</a>
Director of Programs	Paul Spohn <a href="mailto:Programs@iie71.org">Programs@iie71.org</a>
Student Representative	Professor Jean Fullerton <a href="mailto:studentrep@iie71.org">studentrep@iie71.org</a>
Student Representative	Jennifer Hawkins <a href="mailto:studentrep@iie71.org">studentrep@iie71.org</a>
Director of Information Technology	Monica Block <a href="mailto:webmaster@iie71.org">webmaster@iie71.org</a>

✓ **Special Groups**

The president may form a special group based on the recommendation of the following units of the operating board officers. Some of the special groups may include:

- Public Relations
- Awards and Scholarships
- Membership Retention
- Advertising
- Program Evaluation

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**II. Situation Analysis**

**Strengths**

- Board of Directors in place
- Strong membership with good skill set
- Members dedicated to profession

**Weaknesses**

- Lack of membership participation in community events
- Lack of income to support programs
- Limited means to raise income

**Threats**

- Work-life balance effects membership involvement
- Globalization is reducing IE's in the area of Central PA.

**Opportunities**

- Service Industry will continue to grow with demand for IE's.
- Demand of IEs offer opportunity for growth
- Big resource pool for networking

**III. Vision**

The Lancaster-Harrisburg Chapter of Institute of Industrial Engineers is seen as a valuable resource in continuous improvement, productivity, and other aspects of Industrial Engineering for the communities of Adams, Cumberland, Dauphin, Franklin, Lancaster, Lebanon, Perry and York counties.

**IV. Mission Statement**

The primary goal as a local IIE chapter is to provide our members in Adams, Cumberland, Dauphin, Franklin, Lancaster, Lebanon, Perry and York counties with helpful information, interesting and informative activities, and as a means to communicate with other IE's. We utilize all resources at our disposal to maintain and grow our chapter membership.

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**V. Strategic Objectives**

Long term business objectives of IIE Lancaster-Harrisburg Chapter #71 are:

- ✓ To provide quality services to our members by
  - Maximize the use of technology to keep up to date of the latest interests for Industrial Engineers
  - Maximize current members to promote the field of IE and to obtain new members for the growth of the chapter
  - Utilize the students of Elizabethtown College, local college with 4 yr IE degree, to recruit younger generations in the field of IE
  - Maximize the use of National IIE for resources that will serve the needs of our members
  - Provide educational seminars to employees of local industries.
  
- ✓ To promote the field of Industrial Engineering in the communities it serves by
  - Pursue strategic alliances with local businesses to sponsor chapter activities in an attempt to reduce cost of events to members
  - Form strategic partnership with other local professional societies to provide additional resources and networking opportunities for members

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**VI. 2009 Tactical Objectives**

In an effort to accomplish our strategic objectives as stated above, the following key targets are to be achieved by IIE Chapter 71 in 2009:

- ✓ Chapter Operations
  - Complete and submit a chapter Strategic Plan by January 15, 2009
  - Hold a minimum of three board meetings for planning key events
- ✓ Chapter Programs
  - Provide a minimum of six programs for the year of operation
  - Utilizing technology and offer at least one web cast meeting for members
  - Provide at least one event which highlights the effects of globalization to IEs
  - Provide at least one event that is “Family Friendly” to assist in work-life balance
  - Conduct program feedback surveys at the end of each program including an overall satisfaction rating and on a scale of 1 to 5, average at least a 4 for the year’s programs
  - Average a minimum of 10 members and 5 non-members per chapter program
- ✓ Membership
  - Retain current status and increase membership by 10%
  - Providing more personal outreach to our members through the Director of Membership
  - Survey current members to inquire about their needs and objectives for IIE to be completed by January 2009
  - Recruit membership at all chapter programs
  - Distribute a minimum of 6 newsletters to members
  - Re-design layout of newsletter and improve content to better serve our members
  - Earn at least 30 to 35 points, Gold standings, in the Chapter Newsletter Competition
  - Begin advertising events and meetings in local newspapers
  - Reestablish and redesign Chapter website by February 28, 2009

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✓ Outreach Activities

- Begin outreaching and establishing alliances with local businesses by:
  - Establishing and fulfill a Director of Business Outreach/Career Development position by January 2009
  - Contact at least 3 for profit and 3 non-profit organizations and introduce ourselves as a resource by July 2009
- Continue outreach to students and community by
  - Investigating the requirements necessary to offer educational seminars to potential customers in the area
  - Organize and offer one educational seminar by January 2009
  - Create and fulfill a Student Representative position in an effort to understand the needs of emerging IE's
  - Sponsor a \$150 award to the Annual Central PA Science and Engineering Fair in the Physics category
  - Participate in activities conducted by the Central PA Engineering Week Council such as display at the Whitaker Science Center during Engineering Week
  - Speak at a minimum of 3 local high schools and/or colleges about science, math, and engineering
  - Co-Sponsor \$500 for a student to attend the Annual IIE Conference
  - Offer one \$1000 (or two \$500) scholarship award to a qualifying student(s)
  - Include Elizabethtown College students in the newsletter email distribution and offer students a discount in chapter programs
  - Create and offer to local colleges a minimum of 4 "Business Etiquette" sessions in the topics of:
    - Networking
    - Dressing for success
    - Resume Review
    - Interview skills
  - Begin working with Elizabethtown College to develop a mentoring program for Engineering students
  - Continue working with other local professional societies and schedule one joint event for the year

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- Member/Chapter and Institute Service & Support
  - Sponsor up to \$1000 of expenses associated with attendance at National or Regional Leadership Training Programs and conferences
  - Member participation in ABET Accreditation
  - Member participation in Regional Leadership Team
  - Member participation in National program councils
  - Submit at least one nominee for Institute Awards

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**VII. 2009 Calendar of Activities**

<b>Month</b>	<b>Date</b>	<b>Lead</b>	<b>Activity</b>
Jan	4 10 14 15	Nicole Rank Bill Schuck  Chirag Modi Chirag Modi	Chapter Newsletter Community Activity: Judge and sponsor award for Central PA Science and Engineering Fair Strategic plan due Fellowship Night
Feb	4 11 15 15 – 21 15 – 21 20	Chirag Modi/Jeremy Rank Chirag Modi Jeremy Rank All Bill Schuck/Kaitlin Hartzell  Nicole Rank	Board Meeting Regional Presidents Conference Call CAR form due! National Engineering Week Community Activity: Display at Whitaker Science Center Chapter Newsletter
Mar	11 TBD	Paul Spohn Student Chapter	Plant Tour/Dinner Meeting: TBD IIE Student Chapter Conference
Apr	1 8 24 TBD	Chirag Modi/Jeremy Rank Chirag Modi Nicole Rank Bill Schuck/Kaitlin Hartzell/ Chirag Modi	Board Meeting Regional Presidents Conference Call Chapter Newsletter Community Activity: Host Senior Project Presentation dinners for Senior I.E. students of Elizabethtown College.
May	TBD 30 – June 3	Jeremy Rank/Chirag Modi National	Plant Tour/Dinner Meeting: TBD IIE Annual Conference in Miami
Jun	3 5 TBD 15	Chirag Modi/Jeremy Rank Nicole Rank Paul Spohn  Tom Burson	Board Meeting Chapter Newsletter Networking Opportunity: Annual Professional Society Networking Social Annual Tax Filing with IRS
Jul	TBD	Chirag Modi/Jeremy Rank	Board Meeting
Aug	15 TBD	Nicole Rank Paul Spohn	Chapter Newsletter Plant Tour/Dinner Meeting: TBD
Sep	9	Chirag Modi/Jeremy Rank	Board Meeting
Oct	1 13	Nicole Rank Paul Spohn	Chapter Newsletter IIE Happy Hour Networking Social
Nov	15	Jeremy Rank	Elections
Dec	17	Nicole Rank	Annual Chapter Newsletter Competition

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**VIII. 2009 Budget**

Beginning funds on hand 1/1/2009 = \$10,292.31.

<b>Activity</b>	<b>Income</b>	<b>Exp.</b>	<b>Net</b>	<b>Notes</b>
Dues Income	\$1,395		\$1,395	\$15/member x 93 members
Investment Income	\$421		\$421	5% return on stock fund, 2% on MMkt Fund.
Monthly Meetings	\$800	1,430	(\$630)	Average \$200/dinner x 4 dinner meetings
Scholarships		500	(\$500)	Scholarships and awards
Publications		80	(\$80)	Estimated directory cost + Web site
Newsletter		11	(\$11)	5 people x (\$.42) x 5 mailings
Student Development		500	(\$500)	Sponsorship of college students to Regional & National Conferences.
Community Service		210	(\$210)	Engineer's week, science fair, etc.
Member Service		800	(\$800)	Reg. Fee and hotel costs for President to attend National Conference in May 2009.
Officer & Chapter Mtgs		175	(\$175)	BOD meetings, Regional meetings, \$25 member of the year award
Oper. Supplies		25	(\$25)	Supplies
Miscellaneous		0	\$0	None planned
<b>Total:</b>	<b>\$2,616</b>	<b>\$3,731</b>	<b>(\$1,115)</b>	

Planned ending funds on hand 12/31/2009 = \$9,177.31.

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**IX. Chapter Assessment**

<b>Key Performance Indicators</b>	<b>Achieved in 2008</b>
<b><u>Be a greater service to our members</u></b>	
As measured by:	
Increased membership numbers	TBD
Increased average attendance at chapter events	Yes
Increased volunteer participation in leadership and committee roles	Yes
Improved scores on chapter service surveys	NA
Improved scores on Chapter Activity Report (CAR)	Yes
<b><u>Be of support to institute</u></b>	
As measured by:	
Increased membership in student chapters	NA
Increased participation at Student Regional Conference	NA
Members attending IIE National and Regional Events	Yes
Chapter leader participation in the volunteer training	No
Members publishing and making presentations	Yes
Members running for National IIE positions	No
<b><u>Serve the community and Improve Profession's Standing</u></b>	
As measured by:	
Providing IE services to community organizations	Yes
Member's serving on College Industrial Engineering Advisory	Yes
Participating in Engineering Week activities	Yes
Submitting articles for publication in service area newspapers and magazines	No