ECN Strategic Plan

GOAL ONE:
Ensure the ECN is recognized, respected, and valued

Strategy 1: Elevate awareness of the ECN

INITIATIVES:
• Develop a comprehensive communications plan, which could include:
  ✓ “Event Planning Resources” button on pertinent Georgia Tech sites that provides access to event planning information
  ✓ Peer-to-peer marketing efforts
  ✓ Inclusion of ECN activities in Institute campus communication outlets
  ✓ Creation of ECN email signature
  ✓ Prominent positioning of ECN page in Special Events & Protocol site
• Develop a leadership memo to distribute annually regarding ROI and how their employees’ involvement in the ECN will benefit their department

Strategy 2: Position the ECN as event planning leaders

INITIATIVES:
• Develop an ECN advisory board
• Encourage ECN members to promote their event acumen and include their ECN work in their performance management process
• Assess OHR employee database and ensure event leaders are members or invited to join the ECN

Strategy 3: Develop measures of success for the ECN

INITIATIVES:
• Work with research analyst to develop survey instrument to develop meaningful metrics
• Create an annual report that is shared with Institute leadership
• Develop process to review goals on an annual basis

GOAL TWO:
Develop an engaged and contributing ECN community

Strategy 1: Develop membership roles and expectations

INITIATIVES:
• Create a membership committee who will be responsible for:
  ✓ Defining leadership and membership profiles, roles, and expectations
  ✓ Creating and using a membership application for new members
  ✓ Developing a tracking system to measure current members’ levels of engagement and involvement
  ✓ Creating an online membership directory with profiles of members, including their years of experience, events in which they specialize, etc.
Strategy 2: Develop a recruiting strategy

INITIATIVES:
- Develop a list of member benefits
- Create web-based advertising, as well as printed collateral
- Attend New Employee Experience and Benefits Fair to promote the ECN
- Hold a membership drive

Strategy 3: Develop a retention strategy

INITIATIVES:
- Develop a mentoring program
- Promote using active ECN participation in members’ performance management and goal setting process

GOAL THREE:

Elevate the quality of Georgia Tech events

Strategy 1: Define standards of excellence for Georgia Tech events

INITIATIVES:
- Create and continually update a protocol and standards workbook
- Establish and foster relationships with campus building managers and assist in creating standards for booking space
- Establish a stakeholder/manager taskforce to routinely discuss Georgia Tech event standards including, but not limited to, signage, message, event design, nametag structure, etc.

Strategy 2: Provide professional growth and development opportunities for all levels of event planning expertise

INITIATIVES:
- Create a basic event training track for new employees, or employees who are changing jobs and taking on event responsibilities
- Establish tracks based on experience level to further improve event planning skills of all members and inspire event planning innovation
- Develop a unique training/certification program

Strategy 3: Strengthen access to information and collaborative support

INITIATIVES:
- Establish and foster a culture of customer service and etiquette through discussion with internal and external vendors
- Ensure regular ECN representation at the Event Logistics Committee meetings and other standing campus committees
- Create an information access listserv or “Pinterestlike” board for event collaboration and resource sharing
- Create internal process for sharing of departmental resources
GOAL FOUR:
Provide an information-rich environment that fosters community, growth, and innovation

Strategy 1: Ensure the ECN continually provides an inclusive, welcoming, and supportive climate and culture

INITIATIVES:
• Host a quarterly gathering to welcome new ECN members, celebrate member anniversaries, and highlight “Good of the Group” moments
• Establish an annual event schedule to include town halls, community building activities, brown bag sessions, and the workshop

Strategy 2: Cultivate a united network of event planners who are committed to the exploration of new and innovative professional practices

INITIATIVES:
• During quarterly meetings, include training component that discusses a best new practice, demonstrates new technology, showcases new vendors, etc.
• Plan bi-annual question and answer sessions open to the campus community
• Provide a scholarship program that allows one ECN member to attend an external professional meeting/conference each year

Strategy 3: Develop collaborative relationships and initiatives with external organizations

INITIATIVES:
• Establish and maintain relationships with external organizations
• Create and maintain a list of external organizations’ contacts
• Co-sponsor event with another university

For more information please visit

www.specialevents.gatech.edu/ecnplan