

23	Goal #2: GET PEOPLE INTO CEFPP goal = 272/yr x 3 years (need to “Shake the Institutional Bushes!”)					Ongoing (not paired with P2P). Marketing efforts on this front should focus on attaining the CEFPP through existing CIL delivery channel. Track quarterly against the goal of 272 annually. The P2P delivery channel will add to and be tracked for future recerts.				
24	S1 Pull data on numbers to benchmark									
25	S2 Determine methods to gather metrics from each channel									
26	T1 Analyze metrics and refocus if required									
27	S3 Segment lists and write targeted emails									
28	T1 Create a timetable for email blasts and content									
	A	B	C	D	E	F	G	H	I	J
29	T2 Analyze metrics and refocus if required									
30	S3 Research list-purchase options to broaden base									
31	T1 Provide recommendations and costs									
32	T2 Purchase as approved									
33	T3 Write/send/track emails									
34	S4 Gain visibility for credential									
35	T1 Add house "ads" to web pages as appropriate									
36	T2 Consider optys to partner w/FM mag									
37	T3 Develop materials if S4T1 is a go									
38	T4 Analyze ROI									
39										
40										
41	Goal #3: REINSTATE INACTIVE CERT HOLDERS					Ongoing. There should be a continual push out to the members extolling the value of recertifying.				
42	S1 Research inactive certifications									
43	T1 Research metrics of recertification									
44	T2 Review survey info for who cert has lapsed									
45	T2 Create value for recert/cert									
46	S2 Create new material									

47			T1 Engage inactive certs to come back						
48			T2 Add house "ads" to web pages as appropriate						
49			S3 Segment lists and write targeted emails						
50			T1 Create a timetable for email blasts and content (like an editorial calendar but for emails)						
51			T2 Build in emails from regional presidents to their lists						
52			T3 Analyze metrics and refocus if required				Metrics can be developed over time by evaluating trending.		
53									
54									
55	Goal #4: LAUNCH "Pathway to Professionalism" (P2P) PROGRAM DELIVERY								
56			S1 Brand the program with a name and logo				Complete T1 through T3 before 8/31/19		
57			T1 TM the name						
	A	B	C	D	E	F	G		J
58			T2 Press release re: roll-out						
			T3 Create landing page for P2P on APPA website						
59			S2 Conduct market research				Ongoing		
60			T1 Identify most likely places for best ROI (e.g., Target institutions finishing the AOC)						
61			T2 Gather contact info for target schools/ Roll-out pilot program with University of Iowa and ERAPPA						
			T3 After initial launch with University of Iowa and ERAPPA, produce case study how-to feature article in FM magazine				Ideally the U of I pilot will be completed before the end of this year. The article would be published in the Jan/Feb issue of FM magazine.		
62			S3 Develop marketing materials to targets				Ongoing monthly touch points with targeted audiences and general email broadcasts to the entire membership		
63			T1 Create value prop with features and benefits – electronic brochure to provide to prospective targets						

64		T2 Gather testimonials					
65		T3 Determine best way to reach targets					
66		T4 Design/print collateral and/or digital materials					
67		T5 Distribute to target people					
68		T6 Follow-up with targets					
69		T7 Implement as necessary					
70		T8 Track/measure success				Review revenue/expense quarterly on this program. Need to conduct 6 campus deliveries with minimum of 20pp/ program/year in Year One; then 8 in Year Two; then 10 in Year Three.	
71		S4 Promote via social media					
72		T1 Create posts/articles for Linked in					
73							
74		Goal #5: OTHER POTENTIAL LONG-RANGE IDEAS & APPROACHES				Focus on aligning CEFP with APPA's strategic partnerships. Track/capture metrics on where people are coming from (orgs vs. institutions) and their titles.	
75		S1 Attend trade shows					
76		T1 Investigate new trade shows--for exhibit and speaking opps					
77		T2 Attend shows as budget allows					
78		T3 Develop method to quantify ROI					
79		T4 Report metrics and recommendations for future					
80		S2 Position APPA as Expert Resource					
81		T1 Write "advertorials" or columns by BOD for outside pubs/sites					
82		T2 Get APPA into Occupational Handbook &/or HR Professionals					
83		S3 Keep current on industry trends					
84		T1 Annual environmental scan					
85		T2 Monitor Google alerts,etc					
86		S4 Investigate digital badges					
87		T1 Align with APPA's AMS (AA database) and/or the new On-Lin Community Engagement Platform					