

# TAMFC Strategic Plan 2011-2012



## 1) CEU Opportunities for TAMFC members

### Strategies and Ideas:

- Possibly in person workshop or webinar to reach wider geographic area
- Possible topics: marketing yourself, finding a job after graduation
- Possible partnership with TMHCA to offer full-day workshop in Spring 2012
- Have sponsors for workshops to increase revenue

## 2) Increase Member Involvement

### Strategies and Ideas:

- Solicit member feedback about needs – via online survey – done in September 2010
- Add list of new/renewing members to quarterly newsletters as recognition and thank you
- Increase connections among members
  - Add member spotlight to newsletter
  - Add Alumni section to newsletters highlighting member accomplishments
  - Highlight rural professionals
  - Possibly offer logo trademark for members to use on their own marketing materials to add credibility as member benefit
  - Create mentor program for new professionals – opportunity for consultation/questions; supervisors seeking supervisees
- Personally connect with members and ask them to volunteer

## 3) Connecting with TCA Local Chapters

### Strategies and Ideas:

- Offering to present m/f related topics at chapter meetings; distribute membership brochures while there
- Start by strengthening relationships with Region IV chapters in 2011-2012
- Create Division Talent Bank of members across state willing to present on certain issues

## 4) Marketing TAMFC

### Strategies and Ideas:

- Identify our niche and market accordingly
- Identify and publicize our successes

5) Create TAMFC Governance Manual to facilitate officer transitions

6) Document TAMFC History – possible scrapbook, file archives

7) Connecting with Marriage and Family Graduate Programs

- Advertise TAMFC membership and Graduate Student Scholarship
- Create database of m/f programs in state for students to access

8) Scholarly Articles in TAMFC Newsletter

- Possibly solicit articles from students
- Ask professors to identify students who have written quality papers to turn into articles
- Identify articles related to current events