

# CSCMP 2010-2012 Strategic Plan

*Approved by the Board of Directors on June 17th, 2009*



## VISION of CSCMP (CSCMP Bylaws)

The Council of Supply Chain Management Professionals is the preeminent worldwide professional association of Supply Chain Management professionals.

## MISSION of CSCMP (CSCMP Bylaws)

To lead the evolving Supply Chain Management profession by developing, advancing, and disseminating Supply Chain knowledge and research.

## VALUES of CSCMP

As a professional not-for-profit organization, the Council of Supply Chain Management Professionals holds these values:

- We operate with the highest standards of **integrity and ethics**.
- We are committed to the **individual professional development** of our members.
- We are an **inclusive** global organization, open to all who wish to enhance their supply chain management knowledge.
- We endeavor to be the supply chain management **thought leaders** by encouraging, promoting, and disseminating the **highest quality** leading edge products and services.
- We endeavor to offer **relevant** products and services of the highest **quality**.

## GOALS of CSCMP

- 1 Provide leadership in developing, defining, understanding and enhancing the supply chain management profession on a global basis
- 2 Enhance Member Value through education, research, networking, communication and services CSCMP provides to its members
- 3 Operate with sound business practices

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## STRATEGIC PLAN (Goal - Objective - Strategy)

### 1 Provide leadership in developing, defining, understanding & enhancing the supply chain management profession on a global basis

#### 1.1 EXPAND CSCMP's GLOBAL PRESENCE and VISIBILITY

1.1.1 Continue to support necessary actions to expand CSCMP's global presence and stature

1.1.2 Collaborate with both individual member organizations and industry based organizations to enhance CSCMP member value and the profession as a whole

#### 1.2 PROVIDE and PROMOTE HIGH QUALITY RESEARCH to IMPROVE the PROFESSION and BENEFIT our MEMBERS

1.2.1 Provide for an agenda that supports the strategic direction of CSCMP that produces groundbreaking research that is also practical/usable and focuses on such areas as work tools, how to items, benchmarking and trends in SCM.

1.2.2 Provide that the research process ensures speed-to-market of research products in a timely manner

1.2.3 Continue to use joint research funding and execution where possible

#### 1.3 BE A SOURCE of HIGH QUALITY INFORMATION

1.3.1 Provide recognition and awareness of SCM leaders

1.3.2 Be widely recognized as the Supply Chain Management "source" to the general business media and press

1.3.3 Continue to provide and support the *CSCMP State of Logistics® Report* while evaluating options to enhance the global perspective of the report

#### 1.4 IDENTIFY FUTURE TRENDS as it RELATES to the SCM PROFESSION and RESPOND with FLEXIBILITY as APPROPRIATE

1.4.1 Continually review organization's relevancy

1.4.2 Use market research and data mining to develop new products or services or end current non-valuable products and services.

1.4.3 Integrate Education, Research and Roundtables to assure cross functionality

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## STRATEGIC PLAN continued (Goal - Objective - Strategy)

### 2 Enhance Member Value through education, research, networking, communication and services CSCMP provides to its members

#### 2.1 RETAIN and RECRUIT MEMBERS

2.1.1 Be a customer centric organization

2.1.2 Provide member value through various individual memberships

2.1.3 Provide member value through various corporate strategic relationships and develop a "supply chain concierge" program

#### 2.2 PROVIDE and PROMOTE SUCCESSFUL GLOBAL ROUNDTABLES

2.2.1 The Roundtable Strategic Advisory Committee will continue to be the focal point of supporting development of future strategies and policies across the global CSCMP Roundtable organization

2.2.2 Use a customized Roundtable structure when required for new markets

2.2.3 Provide programs to motivate local Roundtables to convert their nonmember meeting attendees to members

2.2.4 Encourage all roundtables to implement and utilize the WAMMS software and database

#### 2.3 PROVIDE and PROMOTE HIGH QUALITY EDUCATION to IMPROVE the PROFESSION and BENEFIT our MEMBERS

2.3.1 Provide for an annual North American based educational conference and continually review how it can be enhanced to provide a cutting-edge educational experience

2.3.2 Continually evaluate the Annual Global Conference philosophy including the need for one conference vs. smaller conferences based on region/season/subject content

2.3.3 Continue to provide CSCMP education programs and develop programs/seminars/tracks to target practitioners within specific markets within SCM

2.3.4 Develop and use an innovation pipeline and process to develop quick hit seminars/workshops for hot topics and deliver these programs by various vehicles

2.3.5 Continue to identify & collaborate with other organizations, including new possible verticals and new regions, within the SCM profession for educational opportunities

2.3.6 Continue to develop and expand educational venues globally while striving for a minimal break-even status for all educational events

2.3.7 Assure global relevancy of educational material as appropriate

2.3.8 Develop and institute a 'credentials' or 'certificate' type of recognition program

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## STRATEGIC PLAN continued (Goal - Objective - Strategy)

### 2 Enhance Member Value through education, research, networking, communication and services CSCMP provides to its members (continued).....

#### 2.4 MARKET and COMMUNICATE EFFECTIVELY with all CONSTITUENTS

2.4.1 Provide for consistent branding of the organization through a comprehensive marketing and branding plan

2.4.2 Continue a communications strategy to promote key CSCMP attributes to intended audiences that maximizes recollection and comprehension

2.4.3 Continue to implement and enhance an external communications strategy

2.4.4 Continue to review current and implement needed future communication mechanisms

2.4.5 Explore new avenues of communications

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## STRATEGIC PLAN continued (Goal - Objective - Strategy)

<b>3 Operate with sound business practices</b>	
<b>3.1</b>	<b>UTILIZE SOUND FINANCIAL PRACTICES to ENSURE CSCMP's VIABILITY</b>
3.1.1	During tough economic times, manage for cash preservation
3.1.2	Identify and eliminate programs and/or services that do not provide revenue, and do not support the current vision, mission and goals of CSCMP
3.1.3	Review and implement proposals for new revenue streams that fit within the vision, mission and goals of CSCMP
3.1.4	Continuously evaluate current sponsorship program and options for future enhancements
<b>3.2</b>	<b>PROVIDE NECESSARY INFRASTRUCTURE to SUPPORT the ASSOCIATION'S VISION, MISSION and GOALS</b>
3.2.1	Develop a true sales and/or business development function for the organization
3.2.2	Ensure internal structure and organization required to support all strategic initiatives and directions
3.2.3	Continue to review current and future delivery mechanisms for all products and services
3.2.4	Provide necessary Information Technology structure and equipment to support the associations vision, mission and goals
3.2.5	Continue the Boards support of and strategic direction to, the leadership of the staff President & CEO and senior leadership team
3.2.6	Review and enhance the Board of Director structure to allow it to function more as a corporate type of Board with strategic responsibilities and fewer chairs having formal committee responsibilities
3.2.7	Review and enhance the Board of Director's structure and composition to assure the members and their contribution to the strategic direction reflects the organization's desired demographic membership base