

WORKFORCEWEEK'16

March 1-4, 2016 Fort Lauderdale, Fla.



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YP201

So you have a young professionals program.
Now What?

Mission Statements

- Not needed on day one – let the group find their identity first
- ‘Buzzwords’
- Do not lose sight of your mission statement, it can serve as the best value proposition statement to current and potential members
 - ‘education and elevation’
 - ‘forming leaders’
 - ‘serving as a voice’

Goals

- Develop a responsibility matrix for structure and accountability
- YP Programs should have an approved budget
- YP Board participation
 - Board liaison for the group
 - YP report out during board meetings
 - YP board member (with voting rights)
- Develop and maintain relationships with other local chapters
- Create a 'hit list' of potential YP's from current member firms (provide incentives for participation)

SWOT Assessment

- Real value in completing a SWOT assessment specific to your YP Program / Group
- Once completed, it should be reviewed on a regular or frequent basis
- Should be fluid based on board direction each year, and should be updated based on chapter's strategic plan / goals

SWOT Assessment

- Strengths
 - Chapter / Board support / Support from National
 - Location
 - Membership base
 - Support of employers
 - Surrounding schools, colleges / universities
 - Other industry organizations to participate with

SWOT Assessment

- Weaknesses
 - Location – large area to cover
 - Aging workforce
 - Resistant to change
 - Awareness / value proposition
 - Limited resources

SWOT Assessment

- Opportunities
 - Growing the chapter's membership
 - Successful events (education / networking)
 - Professional development
 - Becoming more active in local, state, and federal government affairs
 - Branding and awareness
 - Utilizing internal resources within the chapter

SWOT Assessment

- Threats
 - Government regulations / legislation
 - Perception of the industry
 - Aging workforce
 - Generational gap
 - Time commitment
 - Lack of participation
 - Other associations

Event Planning

- What are the reoccurring chapter events each year?
 - How can the YP's be involved?
- What are our opportunities? What does the group want to do?
 - Brainstorm a list of event ideas
 - Find out what was successful for other chapters

Event Planning

- Action planning
 - What
 - When (set milestone dates)
 - Resources needed
 - Single point of accountability

Event Planning

- Report out
 - What did we come up with
 - How are we going to get it done
 - Marketing and advertising resources needed
 - Post event debrief

Strategic Planning

- National program can assist with chapter YP strategic planning sessions
 - YP 101 session
 - YP 201 session / refresh

Why take the next step with YP?

- YP Programs without direction can get a bad reputation as “beer drinking clubs”
- Programs and events add value making member company executives more likely to send their young employees to events
- Active YP organizations can actually be revenue drivers for your chapter



Give Your Committee a Job

- Programs with defined goals and responsibilities attract more members
- Your local Board is more likely to greenlight a budget for a committee that is active and on a mission
- Potential YP Committee Jobs Include:
 - Student chapter liaisons
 - Philanthropy
 - Awarding chapter scholarships
 - Running member mixer events
 - High School outreach

Give Your Committee a Job

Student Chapter Liaisons

- Your YP program can be the go to group at ABC for any college Chapters you may sponsor
- Coordinate guest speakers and field trips
- Mentor the student chapter leadership
- Help with Student Chapter fundraisers and events
- Mobilize student chapters to help with main chapter events

Give Your Committee a Job Philanthropy

- YP programs can lead the charge on charitable events for the local chapter
- Find a charitable organization
- Coordinate what they need done
- Organize chapter resources into teams to do the job
- Coordinate with member companies for donations of materials and tools



Give Your Committee a Job

Scholarship Committee

- Allow your YPs input on scholarship criteria
- Organize a group of YPs to grade and rate scholarship applications and provide recommendations to your scholarship foundations
- Get YPs invested in scholarship by having them help with fundraising events
- YPs still have fresh memories about applying for scholarships, they are usually excited to help award them

Give Your Committee a Job

Working with PAC

- Often YP members are not in a place to give financially to your local PAC
- YPs can be a major help with volunteer time and energy
- Candidates are always looking for block walkers, sign builders, and general campaign volunteers
- If you write a candidate a check, they'll remember you when you call on them, but if you go out and work for them they'll be calling you before you even realize there is an issue

Get Your Board On Board With YP

- Many YPs are nervous about asking to take part in ABC events
- Board members can use YP events as a reward for their younger employees
- Have a “Board Champion” for YP (not a YP themselves) that stands up for the committee and gets members to send YPs to events
- Make YP membership part of your board scoreboard
- Have the YP committee chair on the board, even if it is a non voting role

Adding Value to your Program

Professional Development

- Professional development programs are a fairly inexpensive way to add value to your local YPC
- ABC National's Young Professional program has a professional development program launching this month.
 - The program will initially feature online seminars led by Mike Bellaman and Greg Sizemore. Topics will include leadership, planning, marketing, as well as, governmental affairs, and a history of ABC.
- Other options include:
 - CEO's/company owners speaking at meetings
 - Local elected officials giving presentations about governance or free enterprise issues.
 - Structured professional development led by groups such as ABC's strategic partner Franklin Covey

Adding Value to your Program

ABC National YP

- Members can join ABC National YP for \$25/yr if a group of 10 or more is signed up by the chapter
- National Members have access to national peer groups and our new professional development series
- National Members also get discounted pricing to ABC National conferences.

Adding Value to your Program

ABC National YP

- 2016 update
 - Program overview
 - Marketing initiative
 - Chapter outreach
 - Peer Groups
 - Education and Gov't affairs
 - Leadership Conference / YPOY