



Vision: To be the “toolbox” for educational facility management.

Mission: To serve as “the” professional organization committed to excellence in the operational management of educational facilities.

GOALS

Goal 1: Review and update the MASMS bylaws.

Goal 2: Increase educational member engagement at MASMS through diversified communication strategies over the next three years.

Goal 3: Increase educational opportunities for current and future leaders.

Goal 4: To increase our membership in general and member diversity specifically, every year.

Goals/Strategies/Action Steps

Goal 1: Review and update the MASMS bylaws.

Strategy A: Review and update the bylaws.

Action Steps	Responsibility	Time-line
a) Research what needs to be updated overall and make recommendations. b) Approve recommendations and update document.	Kevin Hildebrandt	Completed

Strategy B: Write a “code of conduct” for designed for MASMS members.

Action Steps	Responsibility	Time-line
a) Write a “code of conduct” and approve. b) Place on: website, in all MASMS materials (as a standard practice going forward), and into the bylaws.	Kevin Hildebrandt & Kevin Johnson	Updated in March 2018 Completed

Strategy C: Write job descriptions for MASMS’ key positions.

Action Steps	Responsibility	Time-line
a) Write job descriptions covering duties and responsibilities for: the Executive board positions, Chapter Presidents, committee members, and the Executive Director. Approve. b) Place on: website, in all MASMS materials (as a standard practice going forward), and into the bylaws. c) Give to job holders.	Ruth will start outline, etc. everyone add to it. Do it by sections.	Committee Member job descriptions complete as of May 2021. Remaining in progress.

Goal 2: Increase educational member engagement at MASMS through diversified communication strategies over the next three years.

Strategy A: Market MASMS to organizations and district personnel in order to increase membership and attendance at MASMS meetings (i.e. MASA, Building and Grounds Directors)

Action Steps	Responsibility	Time-line
a) Target building and grounds directors and other organizations, as further determined, through marketing strategies to be set by the chapter presidents. The executive board needs to put together info and direction for the chapters with ideas and structure. b) Reviewed by the board c) And executed by: all committee members, chapter presidents and the board. d) Each year report on the efforts and results as measured by attendance, membership, and terminations, and other as determined.	Executive Board Chapter Presidents Committee Chair Need board member to work with Ruth on developing info and direction for chapters.	IN process May 2021

Strategy B: Improve our usage of new technologies.

Action Steps	Responsibility	Time-line
a) Review how using technology today. Assign to Kevin Johnson and Ruth / Chapter Directors b) Implement effective use of technology to reach members as cost will provide: blogs, video, skype meetings, email blasts and campaigns, and develop an electronic library. c) Track Q & A that is put forth by members to other members (electronic library). Kevin J. & Ruth d) Assign person to update. Completed, this is Ruth's responsibility. e) Each year report on the efforts and results as measured by attendance or other as determined.	Executive Board Chapter Presidents Committee Chair	In process at all times. Website update on 5/1/21

Strategy C: Increase opportunity for small group engagements.

Action Steps	Responsibility	Time-line
a) At the chapter and conference level define opportunities for more small group interaction (may be based on specific needs of the chapter). b) Report to board the plan and implement.	Chapter Leadership Educational Committee Executive Board	Revised annually. Weekly Covid meetings added in 2021.

Strategy D: Survey membership using electronic means.

Action Steps	Responsibility	Time-line
a) Survey membership using an electronic means, in order to evaluate progress toward: goals and strategies found in this plan document, educational offerings and programs, and future needs.	Executive Board Executive Director (survey administrator)	Reviewed annually.

Goal 3: To increase educational opportunities for current and future leaders.

Strategy A: Develop and deliver an alternative financial module to replace the MASBO Institute, focusing on in-depth financial training.

Action Steps	Responsibility	Time-line
a) Evaluate delivery and content options for the module. b) Approve and implement into the educational program(s) where most members would attend.	Executive Board Educational Committee	Review annually. Progress for 2021 has been good, with many on-line educational opportunities added.

Strategy B: Provide Leadership training.

Action Steps	Responsibility	Time-line
a) Evaluate delivery and content options for delivery; may be by chapter. Bench mark against other associations who offer leadership courses (MASBO). Consider instructor traveling from chapter to chapter, video options, conference offerings. Consider leadership coursework as part of the certification program to support and drive interest. b) Approve c) Implement into the educational program(s).	Educational Committee (a) – have them look at it; come to the board with options. Executive Board (b) Educational Committee (c)	Review annually. This is on-going and changes continually.

Goal 4: To increase our membership in general and member diversity specifically, every year.

Strategy A: Highlight diversity at chapter meetings.

Action Steps	Responsibility	Time-line
Brainstorm on effective ways to acknowledge and highlight diversity at chapter meetings (women, age, race, ethnicity, disabilities.)	Executive Board Chapter Presidents	Continually Changing

Strategy B: Market to custodial group.

Action Steps	Responsibility	Time-line
a) Develop and implement a marketing campaign to effectively reach out to the custodial employees across the MASMS footprint. b) Adjust the plan as needed every year as determined by results.	Chapter Leadership	On Target as of May 2021; new marketing mailing to all non-member schools mailed in April 2021

Strategy C: Develop a Recognition program that looks at all level positions.

Action Steps	Responsibility	Time-line
a) Review all programs and potential areas for recognition (as well as Goal 4 strategy A). b) Design a recognition program that is meaningful and incorporates all levels of members and positions. c) Write a project plan that lists events and opportunities to highlight awarded members in various communication tools.	Chapter Leadership	On target as of May 2021

Strategy D: Investigate the opportunity of offering membership to border states.

Action Steps	Responsibility	Time-line
a) Review potential strengths, weaknesses, opportunities, and threats to make the soundest choices in branching out (SWOT Analysis).	Executive Board	Reach out to ND schools in February 2021