

APEGGA Lakeland Branch – 2003 Business Plan

Goal

1. Public

1.1. Promote Science & Technology in local schools and industry.

Activity	Leader	Progress
APEGGA Provincial Challenge	Scott Fouracres	Completed for 2003 with good participation. 2004 event projected to have more school participation.
Judging School Science Fairs	Scott Fouracres	On going on an as needed basis.
Participating in School Career Fairs	Scott Fouracres	On going on an as needed basis.

1.2. Enhance image of profession in the community.

Activity	Leader	Progress
APEGGA Teacher Awards	Scott Fouracres	Completed 2003 event. Publicize 2004 event as time gets closer.

2. Members

2.1. Provide information and mentoring to MITs under the direction of the Professional Development Department.

Activity	Leader	Progress
None		

2.2. Provide opportunities to network with members and the public to assist in career development, and understand the other professions in the Association.

Activity	Leader	Progress
Annual APEGGA/ASET Golf Tournament	Jared Paddock	2003 event completed and 2004 event to be planned for summer.
Annual APEGGA President's Visit	Jared Paddock	2003 event completed and 2004 event currently being planned for spring 2004.

2.3. Provide local professional development as part of APEGGA's professional development program.

Activity	Leader	Progress
Annual Fall PD Event	Jared Paddock	Planning currently underway for 2003 event, event to also be held fall 2004.

2.4. Enhance APEGGA's image and value to members.

Activity	Leader	Progress
Annual APEGGA President's Visit	Jared Paddock	2003 event completed and 2004 event currently being planned for spring 2004.

2.5. Increase member involvement.

Activity	Leader	Progress
Personal Contact with Executive (i.e. follow-up phone calls and e-mails to alert members of upcoming events).	All Executive members	On-going.

Business Plan

FOR LAKELAND BRANCH

June 2003 to December 2004

Executive Summary

Economic activity of the Lakeland Branch has remained and will remain level throughout the next planning period. Branch membership has remained and is projected to remain constant over the next year and a half, at approximately 80 members. Branch activity is expected to be constant over the planning period, maintaining Lakeland Branch's outreach and member development/networking activities.

The largest challenge facing the Lakeland Branch is a small membership which limits the number of events the branch is capable of hosting. The challenges being faced by members are similar to the branch; due to location members have difficulty accessing Professional Development opportunities. Lakeland branch intends to continue meeting its members needs by continuing to bring an annual Professional Development session to the Lakeland area and distribute information about other branches Professional Development activities that are geographically convenient.

Administrative Issues

The largest issue being faced by the Lakeland Branch is volunteer recruitment and volunteer continuity. A large number of the members in the Lakeland Branch are employed through the oil industry and are only temporarily positioned in the area. This temporary positioning leads to a largely transient executive and membership. This transience leads to difficulty recruiting and retaining volunteers.

To combat the problems of volunteer recruitment, Lakeland Branch has employed a strategy of retaining key executive positions for a minimum two year term. While this limits the possible pool of volunteers it assures a minimum of yearly continuity and the ability to build year-to-year on organizational successes.