

**Arab American Association of Engineers and Architects  
Capital Area Chapter**

**DRAFT**

**Strategic Plan**



**February 13, 2010**

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## **Executive Summary**

The Arab American Association of Engineers and Architects, Capital Area Chapter started in 2008 as a professional organization dedicated to help, strengthen, empower, and inspire its members for excellence. It promotes and advocates the Arab American Engineers, Computer Science, and Architects by providing career and educational enhancement programs; and networking opportunities through seminars and social activities and events. It is a non-political, non-religious, and non-profit organization.

This strategic plan represents the vision for the association and the different objectives to be achieved. It is divided into multiple key areas with certain objectives that belong to each of these key areas. Each objective has a list of strategies that will be followed in order to achieve that particular objective, along with a list of measures that will indicate whether we are successful in doing so or not.

It is not the intention of this plan to achieve all objectives within one year period but a carryover would be necessary. Our focus this year will be on membership and activities to attract new members.

## **Vision Statement**

- Become one of the leading Arab American professional organizations in the Metropolitan DC area.
- Attract American Arab professionals to become members of our organization.
- Empower our members & their businesses towards becoming a major player in the Architectural and Engineering professional fields.
- Establish a Lobbying force capable of influencing decision makers in professional related matters of interest to our members.
- Become one of the sought after advisory organizations for public & private bodies in the Metropolitan DC area.
- Establish recognition for Arab American Engineers & Architects as a constructive force in enhancing our local communities.

## Strategic Plan Key Areas

As AAAEA is looking forward to going national in 2011, the national steering committee has identified several areas that need to be worked on before the association can become a national organization.

Our strategic plan includes some of the key areas that were identified by the national steering committee as well as other areas of interest to our local chapter.

The following is a list of **Key Areas** for our business plan:

1. Membership and Outreach
2. Policies and Procedures
3. Activities
4. Finance
5. IT and Communication
6. Education and Career Enhancement

## Objectives

As mentioned above, each key area includes several objectives that we need to work on. This section identifies the different objectives for each of the key areas of the business plan.

1. Membership and Outreach:
  - 1.1. Recovering ex-members
  - 1.2. Retaining existing members
  - 1.3. Recruiting new members
  - 1.4. Creating student chapters
  - 1.5. Reaching out to other organizations
  - 1.6. Increasing Businesses participation in the organization
  - 1.7. Promoting associate membership for partners of the industry.
2. Policies and Procedures:
  - 2.1. Reviewing and amending our by-laws
  - 2.2. Keeping records
  - 2.3. Email and email addresses policy
  - 2.4. Communication policy
3. Activities:
  - 3.1. Planning networking events
  - 3.2. Planning social activities
  - 3.3. Planning annual dinner
  - 3.4. Planning volunteer work
  - 3.5. Planning sports activities

4. Finance:

- 4.1. Setting budgets for each program
- 4.2. Collecting annual membership dues
- 4.3. Reaching out to sponsors
- 4.4. Checking the ACCESS program
- 4.5. Creating scholarship fund
- 4.6. Developing Quarterly financial statement
- 4.7. Filing taxes annually

5. IT and Communication:

- 5.1. Creating monthly newsletter
- 5.2. Creating email communication strategy
- 5.3. Automating our operation process
- 5.4. Improving our website
- 5.5. Creating members and businesses directory

6. Education and Career Enhancement:

- 6.1. Collecting technical papers
- 6.2. Planning and conducting seminars
- 6.3. Providing EIT/FE study material
- 6.4. Providing PE study material
- 6.5. Providing ARE study material

## Strategies

Each of the objectives listed under each of the key areas require strategies that need to be followed to achieve that objective. The following is a suggested list of strategies and each committee needs to present its own strategies list.

### 1. Membership and Outreach:

#### 1.1. Recovering ex-members

1.1.1. Communicating with ex-members

1.1.2. Informing ex-members of the new changes and interesting events

#### 1.2. Retaining existing members

1.2.1. Establishing activities of interest to our members

1.2.2. Increasing active participation of existing members

1.2.3. Establishing scholarship program to Arab students

#### 1.3. Recruiting new members

1.3.1. Developing presentation materials to introduce our association to potential members

1.3.2. Developing brochures about our association

1.3.3. Holding events to attract Arab engineers and introduce the association to them

#### 1.4. Creating student chapters

1.4.1. Contacting our members at different institute to organize meeting to present the association to students

1.4.2. Contacting embassies to obtain lists of Arab students in the area

1.4.3. Reaching out to students at all colleges and universities

#### 1.5. Reaching out to other organizations



- 1.5.1. Contacting other Arab associations in the capital area to co-organize different events
- 1.5.2. Contacting other Engineering associations in the capital area to co-organize different events
- 1.6. Increasing Businesses participation in the organization
  - 1.6.1. Organizing events oriented towards promoting cooperation between members' businesses
- 1.7. Promoting associate membership for partners of the industry
  - 1.7.1. Inviting other industry businesses to become associate members of the association and promote cooperation with them
- 2. Policies and Procedures:
  - 2.1. Reviewing and amending our by-laws
    - 2.1.1. Reviewing the content of our by-laws to ensure that everything included is applicable to our chapter
    - 2.1.2. Reviewing the list of committees that are required as per our by-laws
    - 2.1.3. Amending the by-laws with a new list of committees that should be permanent
    - 2.1.4. Establishing ad-hoc committees for the different activities that span over a short period of time
  - 2.2. Keeping records
    - 2.2.1. Establishing a database repository for our meeting agendas and minutes
  - 2.3. Email and email addresses policy
    - 2.3.1. Establishing email policy to identify who has access to the email addresses listing and who can send mass email messages
    - 2.3.2. Establishing policy for use of email addresses of members
    - 2.3.3. Establishing policy to deal with abuse of email addresses of members
    - 2.3.4. Establishing policy of signing of email messages
  - 2.4. Communication policy

2.4.1. Establishing policy on communication methods

2.4.2. Establishing policy on initiating a communication with others

2.4.3. Establishing policy to deal with abuse of communication privileges

3. Activities

3.1. Planning networking events

3.1.1. Golf outing

3.2. Planning social activities

3.2.1. Bowling

3.2.2. Tarneeb

3.3. Planning annual dinner

3.4. Planning volunteer work

3.5. Planning sports activities

3.5.1. Volleyball

3.5.2. Basketball

3.5.3. Soccer

3.5.4. Football

4. Finance

4.1. Setting budgets for each program

4.2. Collecting annual membership dues

4.3. Reaching out to sponsors

4.4. Checking the ACCESS program

4.5. Creating scholarship fund

- 4.6. Developing Quarterly financial statement
- 4.7. Filing taxes annually
- 5. IT and Communication
  - 5.1. Creating monthly newsletter
    - 5.1.1. Collecting articles of interest to our members
    - 5.1.2. Setting a template for the newsletter
  - 5.2. Creating email communication system
  - 5.3. Automating our operation process
    - 5.3.1. Creating standard membership forms for new members
    - 5.3.2. Creating standard membership forms for renewals
    - 5.3.3. Creating standard membership forms for corporate
    - 5.3.4. Creating standard forms for donations to the association
    - 5.3.5. Creating standard thank-you letters to donors
    - 5.3.6. Creating standard forms for sponsorship
    - 5.3.7. Creating standard thank-you letters to sponsors
    - 5.3.8. Establishing a database for members' email addresses and provide the ability to our members to remove their email address from our listing for specific email messages
  - 5.4. Improving our website
    - 5.4.1. Creating a plan for our website
    - 5.4.2. Creating members and corporate directory online
    - 5.4.3. Renewing membership and collecting donation online

- 5.4.4. Posting an interactive calendar of events online
- 5.4.5. Posting education seminars online
- 5.4.6. Posting meeting minutes online
- 5.4.7. Coordinating with the national association to manage our members' information
- 5.4.8. Creating email addresses to executive board members and committees' chairs
- 5.5. Creating members and businesses directory
  - 5.5.1. Creating Arab American Engineers and Architects Directory
  - 5.5.2. Reaching out to businesses for sponsorship of the directory
- 6. Education and Career Enhancement
  - 6.1. Collecting technical papers
  - 6.2. Planning and conducting seminars
    - 6.2.1. Requesting abstracts from authors/presenters
    - 6.2.2. Reviewing collected abstracts
    - 6.2.3. Requesting final presentation and handout copies
    - 6.2.4. Scheduling seminars
  - 6.3. Providing EIT/FE study material
  - 6.4. Providing PE study material
  - 6.5. Providing ARE study material

## **Committees**

As we come up with the list of committees that we need in 2010, each executive board member should oversee at least one of these committees. It would be the responsibility of the executive board member to ensure that either the committee chair is available during the monthly board meeting to provide a report about the committee, or the board member will be responsible to provide such a report.