



What's the Plan?

It is with great enthusiasm and energy that I undertake the role of leading the MAGCS. It really feels good to be able to give back to an Association that has provided me with many networking and educational opportunities over the past 18 years of my membership.

The chapter assessment tool completed by Board members over the summer will serve as the basis for an MAGCS strategic planning meeting on December 9 at Midwest Golf House.

As the workload lessens this time of year with daily operations at each of our courses and businesses, it is time to evaluate the previous year and plan for the next year. I recently completed this task at my facility, Elgin Country Club. It starts with a self-evaluation of the previous year's goals and then leads into discussion of goals for next year. Of course, the most important factor in determining goals is member input via membership surveys and green committee members. These goals are the focus for the next golfing season at Elgin Country Club. We are currently undertaking a similar process with the Board of Directors and staff of the MAGCS.

During Board meetings in August and September, the individual Board members and staff were asked to fill out a chapter assessment. This assessment asks questions about every possible facet of an organization. The results of the assessment will serve as information to be utilized during a strategic planning meeting on December 9 at the Midwest Golf House in Lemont. The meeting will be facilitated by a representative from GCSAA, free of charge as a service of GCSAA. From discussion generated during this planning meeting, our chapter will:

- Develop a mission and vision statement.
- Identify the constituents it serves.
- Complete an environmental scan to identify strengths, challenges, opportunities and risks to the chapter.
- Discuss future goals and objectives, and then select two to three specific goals and objectives to be completed in the coming year.
- Develop strategies and assign specific tasks to committees to help achieve those goals and objectives.
- Learn how to involve all members in successfully launching and completing the strategic plan.
- Use tools to ensure that the plan evolves and continues to meet the needs of the membership as the Association's priorities and goals change.

GCSAA will then provide outcomes of the planning session and a draft business plan.

I look forward to sharing the goals with the membership during an upcoming monthly meeting.

Have a great holiday season, everyone!

