



The MAGCS Strategic Plan Update

On December 9, 2004 the M.A.G.C.S. Board of Directors and Hannes Combest, the Senior Director of Membership and Professional Development for GCSAA met to discuss and develop a Strategic Plan for the MAGCS. The purpose of this strategic plan is to encompass and fulfill the current needs and future goals of the association. The starting point was to define the purpose of the association and what it can provide to its members. These are: to provide networking, education, social/fellowship, service to members, scholarships, and job opportunities; to strengthen career advancement, to support research, to enhance the game of golf, to improve the environment, and to help promote increased salaries. From this a new mission statement was devised which is: "The Midwest Association of Golf Course Superintendents exists to provide networking, education and career advancement opportunities to those who facilitate the growth and enjoyment of golf".

Now that the groundwork has been laid, the Board asked "Where do we want the chapter to be in the future?" The following goals were brought to the table:

- 1) Increase the membership**
 - a) Increase class C and D members by 50%.
 - b) Increase non-member superintendents by 25% over the next three years.
 - c) Review membership benefits.
- 2) Enhance communication with members and the public**
 - a) In Print
 - b) Online
 - c) Through public relations
- 3) Continue to offer a high quality professional development program**
 - a) Scholarships; increase the number and dollar amount.
 - b) Career Assistance
 - c) Continuing Education
- 4) Develop a leadership and volunteer management plan**
 - a) Develop a plan to engage more members in MAGCS.
 - b) Develop a succession plan for the Board.
- 5) Continue to develop a more strategic Board**

Additional memberships have been extended to media, university, and college professors.

Increasing the Membership

Membership has increased with the creation of new classes and sub-classes such as DS (student), DT (technicians; spray, irrigation, equipment), and DE (all other employees). We also increased membership by developing the Facility Membership, the loophole used to avoid the GCSAA dual membership requirement. We also created the Affiliate Membership with TETA. (Turf Equipment Technicians Association) — a win-win situation for both groups. Additional memberships have been extended to media, university, and college professors. Member benefits such as medical and life insurance

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are being examined carefully, as cost is an issue in each. Though both can be beneficial to the membership, we do not want to drastically increase membership dues.

Enhancing Communication with Members and the Public

Our most potent tool in this category would be *On Course*, a publication that speaks for itself. Kudos to all of those who have made the publication what it is today: Cathy Ralston, John Gurke, Scott Witte and his Editorial Committee, and Luke Cella. We are working to gain more personal items such as member submitted articles and notes of interest. One of the most notable steps toward this goal is the monthly submission of the "Midwest Breezes," by Brad Anderson. His scouring of the association has brought us the "who's doing what and hows" of the business.

Another goal is to increase the MAGCS online presence. We are using the website to a degree for certain association affairs such as employment referral service, monthly meeting notices, and bits of *On Course*. But we need to find a way to utilize it even farther. Thanks to John Ekstrom and the Class C Advisory Committee we now have a quarterly e-newsletter listing workshops and upcoming events.

Public relations continue to be a high hurdle for us, but we are making progress. We will be talking to Jeff Bollig, Director of Communications for GCSAA, to assist us in developing a media and public relations plan. The following are stepping stones the Board has defined to begin: We are looking to reinvent our presence at the Chicagoland Golf Show both to become more appealing to the golfing public and to educate them as to what we are all about and how we impact the game of golf. Most recently Gary Hearn has made an effort to get the MAGCS Championship results posted in various local golf publications.

Continue to offer a high quality professional development program

Enhancing our scholarship program is a good beginning to our professional development program. We currently have four \$1000.00 scholarships awarded annually. In August of 2006, the Board approved doubling each scholarship to \$2000.00 in 2007, contingent on available funding. If there are insufficient funds to increase all four of the current scholarships, they would be increased in the following order until available funds are depleted: MAGCS Scholarship, George Minnis Memorial Scholarship, John Buck Memorial Scholarship, and the Paul Burdett Memorial Scholarship. We will also be looking into setting up an endowment for managing the scholarship dollars. The scholarship committee thought that we didn't necessarily need more scholarships, but we did need to continue to increase the dollar amounts on an annual basis for the ones we already have.

Continuing education is one area where the MAGCS currently excels. We have our GCSAA Regional Seminars, the Superintendent Leadership Series, the Annual Turf Clinic, Assistant Workshops, and various other educational opportunities. We are currently looking into hosting a GCSAA regional seminar (possibly at the IPTC) without logistical support from the national. This may help to increase our revenue.

Develop a leadership and volunteer management plan & Continue to develop a more Strategic Board

Over the years we are finding that more members are becoming active in the association by serving on a committee, by submitting articles, or by hosting a monthly meeting. Though the numbers are up, the Board would like to see a higher percentage of participation.

The Board of Directors has begun work on a succession plan that will include job descriptions to accompany the Veteran Chair Exit

We must recruit the great thinkers and talented individuals of our association both to achieve our goals and to create new ones that will fulfill the needs of our strategic plan.

Form for each Committee Chair and Officer. This will assist in a smooth transition for new Committee Chairs and Officers. It will also insure that new ideas do not get lost in translation. To become better organized and to set goals are only two of the ingredients in becoming more strategic. We must recruit the great thinkers and talented individuals of our association both to achieve our goals and to create new ones that will fulfill the needs of our strategic plan.

2007 Outlook

One of the first meetings of your new Board of Directors will look in detail at this now two-year old strategic plan. We will review our accomplishments and goals still open. At the same time, we will discuss changes that may make sense now that we didn't see two years ago. The planning process will continue with the priorities of the membership at the forefront.

