

Professional Land Surveyors of Ohio, Inc.

2011 Strategic Plan

As Approved by the Executive Committee September 9, 2011

Critical Focus Areas – Strategic Statements & Support Actions

Operating Structure Office

Develop and implement plan to improve the operations and structure of the PLSO administrative office

- Review & update as needed employee manual & benefits
- Evaluate office equipment & recommend upgrades
- Establish office policy – security & hours
- Review & amend PLSO Constitution
- Study & recommend office operations & budget

Marketing

Create a marketing strategy to raise the awareness & necessity for the services of a professional surveyor

- Approach allied professions for opportunities to explain our purpose, need, & value
- Educate regulatory & judicial bodies on professional services & requirements
- Outreach to general public for purpose, need, & value of surveying services
- Current & future members through social media outlets
- Speakers bureau

Communications

Establish and improve exchange of knowledge among the various elements of PLSO, affiliated professions, and the general public

- Timely issues of OSN (4 issues)
- One-page synopsis of each periodic Ex. Comm. Meeting, the following week (on web)
- Encourage establishment of PLSO communication through current social media
- Be pro-active in communicating with public via news releases
- Provide materials to aid local members in education of public

Draft Strategic Plan – page 2

Legislation

Develop and implement legislative strategies & methodologies

- Legislative contact & education
- Refine/enhance PAC program
- Develop and implement state-wide network w/PLSO
- Enhance national level involvement & contacts
- Develop & implement proactive & reactive legislative strategies

Membership

Develop & communicate the value of being a member of PLSO

- Initiate membership benefits
 - Insurance program
 - Supplier discounts
 - Association networking
 - Discount on education programs
 - Legislative representation
 - Support issues