

## Midwest Chapter Association for Commuter Transportation 2016 Annual Work Plan

- The Chapter Board will meet on a monthly basis on the second Monday of every month via conference call.
- The Chapter will publish a quarterly newsletter that will be distributed via email to membership, posted on our web page, as well as sent to other interested parties.
- The Chapter will work on establishing an annual, Regional Meeting to discuss current transportation initiatives and Chapter TDM programs and sustainability efforts.
- The Chapter will keep membership updated via email, our LinkedIn group and conference calls regularly as to current transportation, air quality events, and information as well as any pertinent pending legislation.
- The chapter will enhance its communication strategy by utilizing social media more fully.
- In an effort to recruit new members, the Midwest Chapter will offer a \$100 Amazon gift card to any member who successfully recruits a new Midwest chapter member in 2016 (limit one per member, per year). The new member recruited will also receive a \$100 Amazon Gift Card. There will be a limit of 10 \$100 Amazon gift cards available for this incentive and will be offered on a first-come, first-serve basis in 2016.
- The Chapter will support ACT's web conferences by hosting local sessions for members and other interested organizations at various sites throughout the Midwest.
- The Chapter will provide two, \$1,000 scholarship to a Chapter member in good standing to be applied toward attendance at the 2016 ACT National Conference in Portland, OR.
- The Chapter will survey its members to see what they are working on, what they are interested in for the future, and how we can be helping them the most.
- The Chapter will develop and sponsor up to two webinars. These will also be membership development opportunities.
- The Chapter will be mindful of sponsorship opportunities.
- The Chapter will host an annual member meeting at the 2016 International Conference in Portland, OR.

### ACT Midwest Chapter Board

- President: Beth Snoke
- Vice President: Jarvis Keys
- Secretary: Vacant
- Treasurer: Kim Koy
- Membership Director: Heather White

### ACT National Board of Director

- Midwest Chapter: Melissa Madison

- The Chapter will host an annual member dinner, complimentary to members attending the 2016 International Conference in Portland, OR.
- The Chapter will hold elections for the Vice President and the Treasurer positions at the end of 2015.

<b>Associations for Commuter Transportation 2015-2016 Strategic Plan</b>			
	<b>Strategic Objectives</b>	<b>Supporting Initiatives</b>	<b>Strategies</b>
1	Position and market ACT.	Increase membership value.	*Positive information in the newsletter *Conference Scholarship subsidy *Dual Member recruitment initiatives; encourage members to recruit peers in our 12-state area, as well as locally.
2	Promote chapter value.	Reach out to members with opportunities to boost TDM knowledge and sustainability initiatives to improve their skills.	*Host at least one webinar in 2016 *Include articles about events in the newsletter *Alert members to work done by ACT councils; send email updates *Utilize social media and establish a Chapter list-serve to communicate with each other. *Work on ongoing, annual regional event for members to attend.
3	Encourage participation	Keep an updated membership roster.	*Survey chapter membership in 2016 to update info gathered in 2013; this will be used to shape the means and ways to share info and bring value to members.