

# Society for Range Management

## Young Professionals Conclave (YPC)

### 5-Year Strategic Plan

February 2012

## **Overall Goal**

*Improve YPC involvement within the parent society:*

By successfully accomplishing all of the specific goals outlined below, the YPC will fulfill its mission to improve the involvement of young range professionals within the parent society.

## **Specific Goals**

*1) Increase YPC involvement at the section level:*

A) Create a YPC Section Establishment Guidelines packet, based on an ideal, or currently functioning, YPC section model. The model will be provided to state sections without a currently established YPC. The packet will include all the information needed to get a section started and serve as a foundation that can be adapted to fit each section's individual needs. Much of this information will be obtained by interviewing members of already established YPC sections and those that helped create the sections. Each section will need to be surveyed to accurately assess the presence and involvement of a YPC.

B) After a guidelines packet has been created, YPC officers will deliver it to each section's leadership and help them to seek out active young professionals in their section that would lead the initiative.

*2) Improve outreach and networking:*

A) YPC needs to maintain visibility within the parent society to ensure that SRM members are aware of YPC and our goals. Ideas that will help YPC obtain these goals include 1) making annual, brief presentations at national and section level meetings where current or future young professionals are present (i.e. student awards banquet and new member coffee at national meeting), 2) maintain a recruiting (and sales) table at national meetings, 3) creating a non-academic poster about YPC that can be hung during poster

sessions, 4) creating a short video about the YPC and post it to YouTube that includes links to the YPC Facebook page, SRM website, and the YPC website page, 5) host an “About YPC” workshop for students discussing what it means to be a young professional and to help prepare them for their future career, 6) create a “Young Professional Conclave - Activities at a Glance” section in the annual SRM conference schedule that allows members to refer to a single location for all YPC activities.

B) Create an Apprentice Member Award for SRM members with less than 5 years of professional experience. Criteria for the award will be SRM involvement and career achievements. The YPC officer team will judge the applications submitted and make a final decision.

C) Create an YPC information sheet that will be included with the SRM annual registration card; this will need to be done in collaboration with SRM headquarters.

D) Host workshops that fulfill member expectations (see item 4 below).

### *3) Improve Fundraising:*

The YPC needs a constant source of funding to be able to provide activities and incentive for YPC recruitment. The YPC has established a goal of providing 1-2 travel scholarships per year to the annual meeting for young professionals that are paying to attend the meeting out-of-pocket. YPC membership determined that it is important to have an YPC table at each year’s annual meeting to maintain our exposure as well as assist with recruiting and fundraising. The table should either be included in the trade show or near registration depending on the cost and accessibility of each. The ideas for fund raising are outlined below.

A) Hold a t-shirt design contest for the general membership. The YPC will host the competition and make announcements about it via Range News and the Range Flash SRM newsletter and announcements. Any member will be allowed to submit their idea and the YPC will select several appropriate choices and get these designs approved by the Board of Directors (BOD) before opening the vote to general SRM membership. Designs will be general SRM t-shirts, not specific to each annual meeting. This will avoid opening the YPC up for financial loss by over-ordering or under-selling within any particular year. The winner will receive free registration to the upcoming annual meeting. YPC will need to coordinate with the annual meeting co-chairs to get this registration donated to the YPC for this purpose. The contest could be done yearly or biennially to encourage higher t-shirt sales due to design turnover.

B) Hold a 50/50 drawing. The YPC would need to get BOD approval for this to ensure there is not competition with the Endowment Fund raffle. Tickets would be sold from the YPC table and the winner announced at the banquet.

C) Sell silk scarves with SRM member brands printed on them. These would be sold from our table. The brands on the scarves could be changed annually or biennially so that there may be different “editions.” Members can provide a donation to the YPC to get their brand on the scarves for the next year.

D) Handmade items created by YPC members could be donated and sold at the YPC booth. This would be accomplished by allowing members to donate each year and would supplement YPC’s main sale items.

*4) Reevaluate and incorporate member expectation for YPC every three years:*

A) The YPC will annually survey their members to determine expectations, roadblocks, and ideas to keep members engaged and involved in the YPC. Feedback forms will be distributed at each annual YPC business meeting and as part of section YPC meetings.

B) YPC members should expect that by attending YPC meetings they will receive training that helps them to improve their professional development. A suggestion is to provide training in the development of good poster or oral presentations, including a non-academic poster or oral presentation. Other ideas include seminars on networking, resume development, and topics that help develop professional skills.