

ENGINEERS' CLUB OF ST. LOUIS STRATEGIC BUSINESS PLAN

STRATEGIC GOAL 1: Enhance Physical Facilities

Objective 1 – Maintain Existing Physical Facilities

| Milestones – Year 1 (2009 – 2010) | | | | | |
|--|-------------------|---------------------------------------|-------------------------|------------------------------|------------------------|
| | Department | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) Complete Building Asset Evaluation | Administration | House Committee | | | |
| b) Perform Critical Maintenance/Repairs Identified by Asset Evaluation | Administration | House Committee/Staff | | | |
| c) Develop Schedule to Complete Necessary Asset Repairs | Administration | House Committee and Finance Committee | | | |
| Milestones – Year 2 (2010 – 2011) | | | | | |
| | | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) Complete Scheduled Asset Repairs | Administration | House Committee and Staff | TBD | | |
| | | | | | |
| | | | | | |
| Milestones – Year 3 to 5 (2011 – 2014) | | | | | |
| | | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) Complete Scheduled Asset Repairs | Administration | House Committee and Staff | TBD | | |
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ENGINEERS' CLUB OF ST. LOUIS STRATEGIC BUSINESS PLAN

STRATEGY 1: Enhance Physical Facilities

Objective 2 – Develop and Implement Capital Improvement Program

| Milestones – Year 1 (2009 – 2010) | Department | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
|--|-------------------|------------------------------|-------------------------|------------------------------|------------------------|
| a) Develop Scope of Capital Improvement Plan with Member Input | Board | Finance Committee | | | |
| b) Hire Consultant to develop Capital Improvement Plan | Board | Board | | | |
| | | | | | |
| | | | | | |
| Milestones – Year 2 (2010 – 2011) | | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) Complete Consultant Study | Board | Board/ Consultant | | | |
| b) Evaluate Funding Sources and Develop Capital Funding Plan | Board | Finance Committee | | | |
| Milestones – Year 3 to 5 (2011 – 2014) | | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) Implement Capital Funding Campaign | Board | Capital Campaign Task Force | | | |
| b) Complete Design and Start/Complete CIP Construction | Board | Board/Staff | | | |

ENGINEERS' CLUB OF ST. LOUIS STRATEGIC BUSINESS PLAN

STRATEGY 2: Maintain Financial Stability

Objective – 1 – Maximize Facility Rental

| Milestones – Year 1 (2009 – 2010) | | | | | |
|---|-------------------|------------------------------|-------------------------|------------------------------|------------------------|
| | Department | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) Perform Market Analysis of Comparable Facility Rental Rates | Board | Club Manager | | | |
| b) Implement Facility Marketing Plan | Board | Club Manager | | | |
| c) Continue Survey of Facility Users Relative to Quality of Service | Board | Club Manager | | | |
| Milestones – Year 2 (2010 – 2011) | | | | | |
| | Department | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) Adjust Facility Rental Rates as Needed | Board | Finance Committee | | | |
| b) Continue Implementation of Market Plan | Board | Club Manager | | | |
| Milestones – Year 3 to 5 (2011 – 2014) | | | | | |
| | Department | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) Evaluate Effectiveness of Marketing Plan, modify as necessary. | Board | Club Manger | | | |
| b) Adjust Facility Rental Rates as Needed | Board | Finance Committee | | | |

ENGINEERS' CLUB OF ST. LOUIS STRATEGIC BUSINESS PLAN

STRATEGY 2: Maintain Financial Stability

Objective 2 – Maximize Corporate and Affiliate Membership

| Milestones – Year 1 (2009 – 2010) | Department | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
|---|----------------|-----------------------|------------------|-----------------------|-----------------|
| a) Evaluate new member incentive programs and revise as necessary | Administration | Membership | | | |
| b) Survey former members upon determination of “non-renewal” to determine reason for dropping membership | Administration | Membership | | | |
| c) Develop plan to broaden membership base to include engineers in industry and academia, and engineering students. | Administration | Membership | | | |
| Milestones – Year 2 (2010 – 2011) | Department | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) Implement broadened membership recruitment plan | Administration | Membership | | | |
| Milestones – Year 3 to 5 (2011 – 2014) | Department | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) Evaluate effectiveness of broadened membership recruitment plan | Membership | Membership | | | |

ENGINEERS' CLUB OF ST. LOUIS STRATEGIC BUSINESS PLAN

STRATEGY 2: Maintain Financial Stability

| Objective 3 – Promote Affiliate Society Membership and Facility Usage | | | | | |
|--|-------------------|------------------------------|-------------------------|------------------------------|------------------------|
| Milestones – Year 1 (2009 – 2010) | Department | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) Analyze Current Affiliate Society Membership and Facility Usage | Administration | Affiliate Society Committee | | | |
| b) Submit any proposed changes to Affiliate Society Benefits to Board of Approval | Administration | Affiliate Society Committee | | | |
| Milestones – Year 2 (2010 – 2011) | | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) Development Marketing Plan (Including Possible Modification to Current Affiliate Benefits) and Submit to Board for Approval | Administration | Affiliate Society Committee | | | |
| Milestones – Year 3 to 5 (2011 – 2014) | | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) Implement Marketing Plan | Administration | Affiliate Society Committee | | | |

ENGINEERS' CLUB OF ST. LOUIS STRATEGIC BUSINESS PLAN

STRATEGY 2: Maintain Financial Stability

Objective 4 – Maximize Short Term Interest Revenue

| Milestones – Year 1 (2009 – 2010) | Department | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
|---|-------------------|------------------------------|-------------------------|------------------------------|------------------------|
| a) Monitor CD Interest Rates and recommend short-term investment strategy | Board | Finance Committee | | | |
| b) Implement Short-term investment strategy | Board | Finance Committee | | | |
| c) | | | | | |
| d) | | | | | |
| Milestones – Year 2 (2010 – 2011) | Department | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) Monitor CD Interest Rates and recommend short-term investment strategy | Board | Finance Committee | | | |
| | | | | | |
| Milestones – Year 3 to 5 (2011 – 2014) | Department | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) Monitor CD Interest Rates and recommend short-term investment strategy | Board | Finance Committee | | | |
| | | | | | |

ENGINEERS' CLUB OF ST. LOUIS STRATEGIC BUSINESS PLAN

STRATEGY 3: Increase Educational Opportunities

Objective 1 Increase the Number and Quality of PDH Programs and Other Educational Programs

| Milestones – Year 1 (2009 – 2010) | Department | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
|---|------------------------|---|-------------------------|------------------------------|------------------------|
| a) Increase participation in the Professional Development Committee | Membership Development | Professional Development | | | |
| b) Develop and present at least 4 PDH Programs utilizing E Club members as presenters | Membership Development | Professional Development | | | |
| c) Identify "general interest" topics of interest to membership | Social | Fellowship | | | |
| d) Begin researching potential nationally developed seminars that could be presented at the Club | Membership Development | Professional Development | | | |
| e) Poll membership to determine PDH interests | Membership Development | Professional Development | | | |
| Milestones – Year 2 (2010 – 2011) | | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) Continue to identify PDH topics and identify E Club presenters to provide members with PDH opportunities | Membership Development | Professional Development | | | |
| b) Bring at least one general interest seminar to membership | Social | Fellowship | | | |
| c) Market the Club facilities to nationally sponsored seminars | Membership Development | Club Manager/ Professional Development | | | |
| Milestones – Year 3 to 5 (2011 – 2014) | | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) Continue to identify PDH topics to be presented by E Club or other local presenters | Membership Development | Professional Development | | | |
| b) Continue to sponsor at least one general interest seminar | Social | Fellowship | | | |
| c) Host a nationally sponsored seminar | Membership Development | Club Manager/ Professional Development | | | |

ENGINEERS' CLUB OF ST. LOUIS STRATEGIC BUSINESS PLAN

Strategy 4 – Raise Awareness of the Engineers' Club in the St. Louis Community

Objective 1 – Publicize the Engineers' Club Activities in the Local Media

| Milestones – Year 1 (2009 – 2010) | | | | | |
|--|-------------------|------------------------------|-------------------------|------------------------------|------------------------|
| | Department | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) Restructure/redefine role and responsibility of Public Affairs Committee | Communications | Public Affairs | | | |
| b) Identify annual activities for which press releases should be sent, prepare standardized media release format | Communications | Public Affairs | | | |
| c) Issue Press Releases as appropriate | Communications | Public Affairs | | | |
| d) | | | | | |
| Milestones – Year 2 (2010 – 2011) | | | | | |
| | | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) | | | | | |
| b) | | | | | |
| c) | | | | | |
| Milestones – Year 3 to 5 (2011 – 2014) | | | | | |
| | | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) | | | | | |
| b) | | | | | |
| c) | | | | | |

ENGINEERS' CLUB OF ST. LOUIS STRATEGIC BUSINESS PLAN

Strategy 4 – Raise Awareness of the Engineers' Club in the St. Louis Community

Objective 2 – Identify/Participate in Community Activities “In-line” with the Engineers' Club Mission

| Milestones – Year 1 (2009 – 2010) | | | | | |
|--|-------------------|------------------------------|-------------------------|------------------------------|------------------------|
| | Department | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) Identify Community Activities that are compatible with the E Club Mission | Social | Task Force/Young Engineers | | | |
| b) Determine Member interest in participating in activities | Social | Task Force/Young Engineers | | | |
| Milestones – Year 2 (2010 – 2011) | | | | | |
| | Department | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) Create permanent committees as appropriate to coordinate Club participation in community activities | Board | President | | | |
| b) Provide necessary funding to meet commitment to community activities | Board | Board | | | |
| c) Organize participation in community activities | | Committees | | | |
| Milestones – Year 3 to 5 (2011 – 2014) | | | | | |
| | Department | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) Continue participation in community activities | | TBD | | | |
| b) Develop an annual community activity that will be associated with Engineers' Club | | TBD | | | |
| c) | | | | | |

ENGINEERS' CLUB OF ST. LOUIS STRATEGIC BUSINESS PLAN

Strategy 5 – Enhance Networking and Social Activities

Objective 1 – Sponsor Athletic Leagues that Provide Social/Networking Opportunities

| Milestones – Year 1 (2009 – 2010) | Department | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
|---|-------------------|------------------------------|-------------------------|------------------------------|------------------------|
| a) Continue to Sponsor Bowling League | Sports | Bowling Committee | | | |
| b) Continue to Sponsor Golf League | Sports | Golf Committee | | | |
| c) Continue to Sponsor Softball League | Sports | Softball Committee | | | |
| Milestones – Year 2 (2010 – 2011) | | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) Continue to Sponsor Bowling League | Sports | Bowling Committee | | | |
| b) Continue to Sponsor Golf League | Sports | Golf Committee | | | |
| c) Continue to Sponsor Softball League | Sports | Softball Committee | | | |
| Milestones – Year 3 to 5 (2011 – 2014) | | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) Continue to Sponsor Bowling League | Sports | Bowling Committee | | | |
| b) Continue to Sponsor Golf League | Sports | Golf Committee | | | |
| c) Continue to Sponsor Softball League | Sports | Softball Committee | | | |

ENGINEERS' CLUB OF ST. LOUIS STRATEGIC BUSINESS PLAN

Strategy 5 – Enhance Networking and Social Activities

Objective 2 – Provide Additional Networking Opportunities

| Milestones – Year 1 (2009 – 2010) | | | | | |
|--|-------------------|------------------------------|-------------------------|------------------------------|------------------------|
| | Department | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) Expand number of committee members and responsibility of the Fellowship Committee to include events beyond Fellowship Night | Social/President | Fellowship Committee | | | |
| b) Determine member interest in “outside” events such as Cardinal games, float trips, etc. | Social | Fellowship Committee | | | |
| c) Determine member interest in non-Decathlon activities on Fellowship Night. | Social | Fellowship Committee | | | |
| Milestones – Year 2 (2010 – 2011) | | | | | |
| | | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) Sponsor outside events of interest to membership | Social | Fellowship Committee | | | |
| b) | | | | | |
| c) | | | | | |
| Milestones – Year 3 to 5 (2011 – 2014) | | | | | |
| | | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) | | | | | |
| b) | | | | | |
| c) | | | | | |

ENGINEERS' CLUB OF ST. LOUIS STRATEGIC BUSINESS PLAN

Strategy 5 – Enhance Networking and Social Activities

Objective 3 – Utilize Technology to Enhance Communication To and Between Members

| Milestones – Year 1 (2009 – 2010) | Department | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
|---|-------------------|------------------------------|-------------------------|------------------------------|------------------------|
| a) Sponsor a FACE BOOK Site | Social | Young Engineers Website | | | |
| b) Expand the use of the Electronic Newsletter and Website as a communication tool. | Communication | | | | |
| c) | | | | | |
| Milestones – Year 2 (2010 – 2011) | | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) | | | | | |
| b) | | | | | |
| c) | | | | | |
| Milestones – Year 3 to 5 (2011 – 2014) | | Responsible Committee | Incremental Cost | Initiation Time Frame | Completion Date |
| a) | | | | | |
| b) | | | | | |
| c) | | | | | |