



## 2003-01-28 ISPI Vancouver e-Strategy

This one-year plan was developed by the e-Strategy Task Force led by VP Communications Jim Wright and adopted by Executive Council on January 28, 2003.

**Goal:** Build an ISPI Vancouver online community.

### Objectives and Strategies:

1. Focus on the strategies that are the most valuable to our chapter members.
2. Involve many members in the e-strategy so as to share the work and benefits.
3. Work toward providing all chapter information via the Website, where necessary using a members-only area.
4. Integrate online aspects into chapter programs — pre-event and post-event, including illustrated articles and facilitated forums.
5. Enable event registration, confirmation, etc., to occur online, initially perhaps via email and via the Website when possible.
6. Work toward all membership business being conducted via the Website, e.g., joining, renewing, consulting the membership directory, and updating one's member information.
7. Rationalize communication to the membership that currently occurs through email, email attachments, *Spectrum*, and the Website.
8. Provide a range of articles by members, members' advice about resources, employment and consulting (RFP) opportunities, etc.
9. Provide a long-range calendar of chapter events and other events of HPT interest.
10. Consider having some chapter events that are entirely online (e.g., for SIGs/tracks such as e-learning, organizational development, and process re-engineering), either synchronously with net-meeting technology or asynchronously.