

ASIS International Draft SRVP Implementation Plan For the 2010 Strategic Plan

Chapter: Boston Region : 18

ASIS International Vision: ASIS International will be the recognized leader advancing security worldwide.

ASIS International Mission: To achieve its vision, ASIS International will promote excellence in and recognition of the security profession. Region Vice Presidents will coordinate an implementation plan in each chapter for the below goals in support of the ASIS International 2010 Strategic Plan.

GOAL 1: Identify and Fulfill the Needs of Members and Potential Members

Ensure that all members receive benefit from ASIS programs and services in a cost-effective manner. Chapter leaders annually discuss ASIS benefits.

Chapter Implementation Plan:

Keep meeting costs low through advance planning; consider offering a “free” meeting once per year with costs picked up by the Chapter; conspicuously post benefits of membership on website; promote ASIS award and scholarship opportunities; establish a Placement committee and post professional opportunities to the website.

GOAL 2: Provide Quality Education and Training

Enhance educational programming and networking opportunities at Chapter and regional levels.

Chapter Implementation Plan:

Conduct a law enforcement/military transition seminar; host Reid Interview class; host certification review class; bring in external speakers on business (Jane Bowman); and host 2 local webinars on current topics.

GOAL 3: Provide Opportunities for the Exchange of Ideas and Information

Support and create opportunities for localized collection and dissemination of relevant intelligence sharing between and among public and private sectors.

Chapter Implementation Plan:

Joint meetings planned with IAHS & InfraGard; establish a liaison with Mass. Chiefs of Police; set best practice for private/public working group based on model operating in Cambridge.

GOAL 4: Develop Security Guidelines and Standards

Continue to develop security standards and guidelines while more aggressively and effectively promoting ASIS’s standards and guidelines to members and non-members while also communicating ASIS’s role as a standards developers to the media, government officials, and other targeted stakeholders.

Chapter Implementation Plan:

Develop a Private/Public Working Groups best practice document; feature a “Standard of the Month” on the Chapter website and in the Chapter newsletter.

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GOAL 5: Promote Professionalism and Ethical Conduct

Promote the ASIS Code of Ethics. Chapters to discuss code at least annually.
Promote certification as a professional competency standard through an annual chapter certification event.

Chapter Implementation Plan:

Establish local "Certification Month" (March) during which benefits of certification are highlighted in the Chapter newsletter and on the website. (Coincides with Chapter Certification review program)
Publish the Code of Ethics prominently in the newsletter and website as a "feature" twice a year.

GOAL 6: Promote and Represent the Profession and ASIS to Key Audiences

Continue to build, market, and communicate its brand position as the "recognized leader advancing security worldwide" to members, non-members, and other key stakeholders in the security community of interest.

Chapter Implementation Plan:

Establish LinkedIn, Facebook and Twitter accounts for the Chapter. Consider a Chapter Chair "blog" to be linked to these sites, but hosted on our local website to drive people to the website. Consider re-design of the current website to promote new interest in it.

GOAL 7: Enhance the Effectiveness of ASIS Volunteer Leadership

Ensure that ASIS's governance structure and processes use volunteer leaders as resources in an effective and efficient manner.

Chapter Implementation Plan:

Select the Nominating Committee in Q1 to develop long range plans for mentoring future leaders.
Assign responsibility to elected officers for oversight of certain committees to ensure accountability and support for their missions.

GOAL 8: Assure the Continued Strength of ASIS

Monitor and rigorously assess opportunities that expand and complement ASIS's core membership.

Chapter Implementation Plan:

Look for collaborative opportunities with other security-based organizations. For example, consider hosting a Region 18 Chapter Chair event for ASIS chapters and other security group Chairs in the area to give leadership a chance to understand the direction of these other organizations and look for synergies in advancing security.