

**ATLANTA ECONOMICS CLUB  
STRATEGIC PLANNING PROCESS  
Meeting 3 of 3 – November 3, 2003**

Federal Home Loan Bank  
Atlanta, Georgia

Participating: Jennifer Echols, John Hudson, Bill Schaffer, Carol Shipley, Jennifer Crouse, Bonnie Finne, Scott Crooks, Mike Wald, Phil Mayer, Mary Kassis

Facilitating: Sam Collier

We first took a look at history of participation over time:

1995 – 106 Members

1996 – 80 Members

1997 – Moved luncheon away from Inforum

2001 – 60 members

2003 – 60 Members, with a mailing list of 120

2004 Goal – increase by 10 members

### Ideas

Communications strategies discussed: Looked at more ways to capture members and nonmembers off the matrix

The calendar of speakers is currently one of club's strongest recruitment tools.

Consider:

Web Page updated to do more recruitment to meetings

Email E-Vite to increase attendance at luncheons

Create AEC Brochure – to send to faculty (re: scholarship) and use in membership recruitment and publicity

Insert calendar of AEC speakers in NABE brochures when distributed

Press Release/Fact sheet/Flyer “This Quarter’s AEC Speakers

E-mail ADD-ON – future speakers

Invitation Post Card – to mail

Consider Paid advertising to promote club meetings – AJC, Atlanta Business Chronicle, NPR/WABE

Obtain Lists of Association members and find new lists

Consider Joint Meetings with clubs that have related interests

Financial Planning Association

Sustainable Atlanta Roundtable

GA Economic Development Association

Industrial Relations Res. Association

Georgia Planning Association

University Contacts – Alumni Bulletin Boards/ Tie in University Speakers w/ Alumni

NABE National Members in Atlanta region

Consider Greeters for meetings to spur networking – Membership Committee

### ROLES/DUTIES

Speakers – VP & Communications

Publicity

Logistics

Payments – Treasurer

Membership

Scholarship

“Foundation”

Forecasting

Timeline

Nov. or after the first of the year – Survey document out from John Hudson, vetted, out to members and nonmembers

Jennifer Crouse – Flyer copy draft to Scott, who will send it to his marketing department for graphic design

January – Flyer due

Mail schedule (? What schedule?)

March – Scholarship Application Deadline

### MID-COURSE CHECK ON STRATEGIC PLANNING

April – Forecasting Contest

Compile survey results & decide on need for locational or other changes

Present Forecasting Award

Other Business

Atlanta Economic Foundation – Jennifer Echols announces Greg Miller needs subcommittee to discuss future of foundation – will club support with Fundraising, etc.? Bill Schaeffer agreed to help if Parks Dodd is also involved.