

## 2018 Accomplishments:

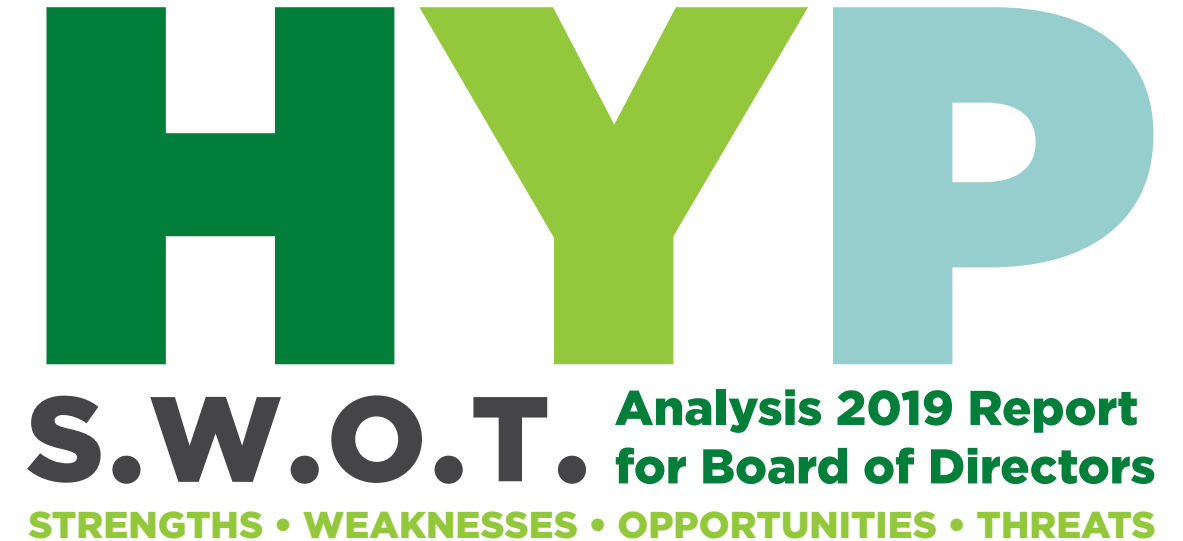
- Working with professional chamber staff – continue to ensure timely communication between AC and Chamber staff. **Included the Committee Chairs on more communications.**
- Better leverage individual members' strengths within YP committees. **Creation of the Expert Young Professional program, recruiting committee Chairs intentionally.**
- Be more intentional about posting group events, accomplishments, and get more YP's communicating on social media with greater frequency. **Closed HAYP group for real time updates and more intimate conversation, tagging YP's in pictures, continuously adding people to this group and sharing our open HAYP page.**
- Activate the unheard voices of YP's who do not regularly attend events. **Chamber staff working with businesses to see if their YP's are attending and why not if they aren't.**
- Explore partnerships with other YP groups. **Colby, Great Bend, Salina and WaKeeney (if theirs has gotten started)**

## 2020 GOALS:

- Communication of what is available for HAYP members, i.e. t-shirts and nametags.
- Capture the enrolled but uninvolved YP's.
- Create structure and incentives to engage members.
- Accountability for attendance and volunteer sign-ups.
- HAYP hosts events but nobody wears nametags.
- Continue to be intentional about posting group events, accomplishments, and get more YP's communicating on social media with greater frequency. For clarity: have chamber provide clear outline as to what committee chairs can and cannot post on HAYP page.
- Promote HYP with t-shirts and include a t-shirt in the HYP membership cost.
- Explore partnerships with other YP groups.
- Work with businesses to reassess their HYP memberships if they are involved or if there is a better employee to ask to join.



2019 Hays Young Professionals



# Strengths

- Improvement of adaptability and eliminate perceived exclusivity.
- Communication with new members through welcome emails and the Buddy System.

**Implemented a buddy system and put a welcome email process in place.**

- Working with professional Chamber staff – continue to ensure timely communication between AC and Chamber staff.

**Better utilizing staff resources to allow committees to create better membership opportunities.**

- Transitions and growth of HAYP members within committees, organizations and work places.

**Downsized to 2 committees, redeveloped the Membership committee, created Chair term limits, updated by-laws to reflect having Chair Elects for each committee and updated Advisory Council Applications.**

- Building and maintaining the Facebook page with accurate information and events, due to better management of committee chairs. Also have been doing a better job on sharing personal news from YP, i.e. job promotions.

**Being intentional about who we have allowed to post on FB – Committee Chairs can all make posts in the HAYP group.**

# Weaknesses

- Lack of communication of what is available for HAYP members, i.e. t-shirts and nametags.

**Created a nametag discount opportunity to encourage members to wear nametags at events. Nametags sold = 0. Purchased HAYP shirts to give away to members.**

- Large portion of YPs still uninvolved.
- Lack of structure and incentives on engaging members.

**Created more structure by updating the by-laws and updating the Chair/Chair Elect roles.**

- Accountability for attendance and volunteer sign-ups.

**Allowing Chamber staff to host plan the lunch speakers, own the sign-up sheets for events and send reminders to the entire HAYP group.**

- HAYP hosts events but nobody wears nametags.

**Arranged a discounted opportunity for HAYP's to purchase nametags.**

# Opportunities

- Continue to be intentional about posting group events, accomplishments, and get more YP's communicating on social media with greater frequency. For clarity: have chamber provide clear outline as to what committee chairs can and cannot post on HAYP page. **Can we use our HAYP Facebook page and collect analytics to represent this? I have never done that before but might be a way to apply some numbers?**

- Evolution of events. **Targeting our YP's skill sets and creating programs around them. Expert Young Professional (XYP) event, family friendly talent show, updates to the annual Adult Prom every year.**

- Community outreach and visibility in the community **Utilizing radio and Hays Post media for our YP events, sharing and encouraging YP's to attend ALL chamber functions just not YP designated events such as Chamber Chats and Ribbon Cuttings. Partnering with several entities in the community to host events such as Real World 101 annually.**

- Continue to wear our HAYP t-shirts and possibility of including a t-shirt in the HAYP membership cost.

- Better leverage individual members' strengths within YP committees. **Dane G. Hansen/HAYP mentorship program and the XYP program.**

- Explore partnerships with other YP groups. **Personalized invitations to Colby, Great Bend and Salina YP's for Real World 101 and Adult Prom.**

- Continue to engage with unheard voices of YP as well as inactive YPs. Work with businesses to reassess their HAYP members if they are involved or if there is a better employee to ask to join. **Chamber staff working with employers to keep them in the loop of the status of their YP's.**

- Strengthen communication of event details, i.e. who is 'leading the event' with a picture. **Chamber marketing person to take professional pictures of events and offerings, posting more "social" material on our FB page, creating an HAYP closed group for real time event notifications, increasing the communications via text messages.**

**Work with businesses to reassess their HAYP members if they are involved or if there is a better employee to ask to join.**

# Threats

- Autorenewal YPs do not know they are a member.
- Lack of employers engaging or encouraging YP involvement.

**Hosting a Bring Your Boss to Work lunch and Chamber staff continuing to keep the employers in the loop with which YP's in their organization attend functions.**