



CFA Society of Philadelphia



## Strategic Plan

2008 - 2009

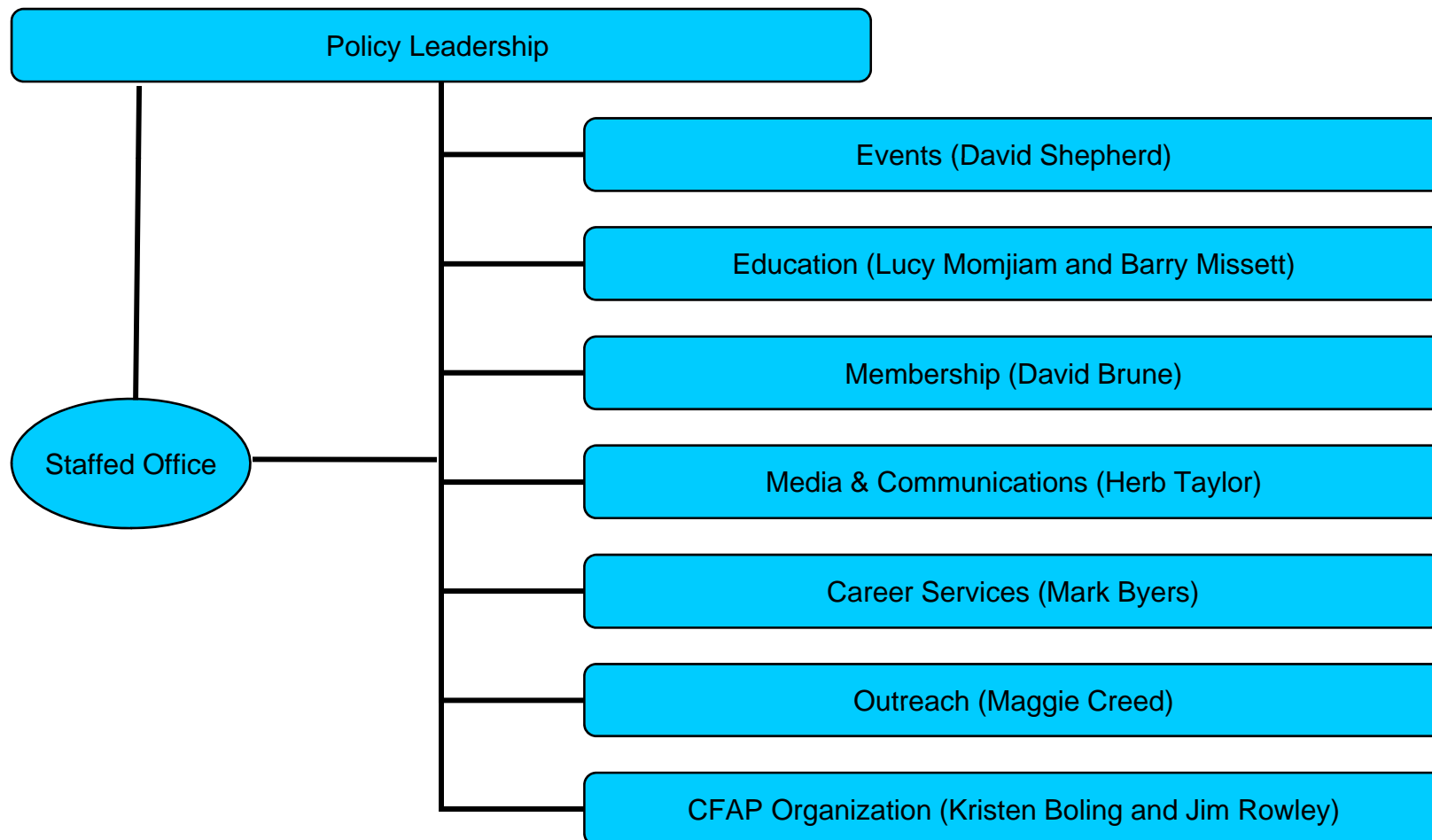
# Mission Statement

The CFA Society of Philadelphia will actively promote professionalism and ethical standards among its members, and strive to facilitate members' career development. These goals will be achieved by providing:

- Education in core skills and principles,
- Exposure to a wide range of views on current topics and controversies,
- Networking and job information,
- Forums which encourage in-depth exchange of ideas and concepts crucial to expert performance within the financial industry,
- Regular and in-depth participation by Board and Officers in CFA Institute governance, and
- Education about/support of CFA Institute and industry standards and, if necessary, public stances taken on major issues.

# Committee Chairs

Our Mission is accomplished by creating an organization in which individuals are accountable for specific activities. Committee Chairs establish the priorities for their committees, and work with the CFAP President to engage new volunteers in a process which attempts to match CFAP needs with volunteers' interests and skills.



# Committee Responsibilities

- The **Events Committee** delivers all of our regular programs such as the monthly Luncheon events, the annual Forecast Dinner and periodic Social Events.
- The **Education Committee** provides Professional Development services for members plus CFA examination guidance for candidates. Member PD includes member to member “teaching” plus awareness / encouragement for the CFA Institute’s voluntary PD Program and its emphasis on lifetime learning. CFA Candidate services includes partnering with prep course providers facilitating candidate study groups and conduction mock examinations.
- The **Membership Committee** sponsors new members and encourages interested members to serve as volunteers.
- The **Media and Communications Committee** delivers the quarterly newsletter, manages the website and maintains the Society’s public awareness.
- The **Career Services Committee** delivers the annual Career Development Day plus maintains the job posting link on the website.
- The **Outreach Committee** develops and maintains relationships with Employers (CFA awareness), Universities (Global Research Challenge and CFA awareness). High Schools (investment education) and CFA Institute & Local Societies (share ideas).
- The **CFAP Organization Committee** coordinates internal functions such as technology, bylaws, strategic planning and operational considerations not directly related to any other Committee function.

# Strategic Plan Meeting

## December 2006

In December 2006, the entire board of the CFAP attended a strategic plan session led by consultant Jim Ware. The discussion centered on mission and brainstorming. The takeaway was to identify the mission, and then create a structure whose focus will be to implement the mission via an organized approach which, over time, prioritizes and accomplishes the goals and objectives established during the brainstorming activity.

These specific items were identified during the brainstorming activity (in no particular order of importance)

Find more volunteers;

Get an academic on board;

Define board work;

Get more people attending at lunch;

Get members excited;

Get broader representation of members;

Community of investors more aware of CFA; promotion;

Find a champion;

Mind set: shift from "obligation" to "excitement";

Big Win: 3 years out we'd have 150-200 attend the annual dinner, they'd have fun, media coverage;

Great programming;

More people in continuing education;

Award scholarships;

Reach out to younger members;

Create networking opportunities;

Make local society more relevant;

Efficient use of money;

Educate membership of benefits.

# Accomplishments since 2006

## Strategic Plan Session

Hosting a successful CFA Day event following the 2006 Awards Dinner.

Creating a functional organization for the CFAP.

Updating the CFAP bylaws.

Conducting a successful Member survey which attracted a 20+% response rate. Networking and Education were identified as member priorities.

Establishing “Member Networking Happy Hours” following each of the monthly board meetings.

Establishing “Member to Member” education events.

Establishing the Investment Research Challenge.

Establishing a partnership arrangement with the Global Interdependence Center.

Establishing CFA Mock Exam sessions for Candidates.

Improving our communications by creating an improved newsletter and a completely new website.

Continuing our Public Awareness efforts via radio ads on WHY? public radio.

Continuing to hold well attended Forecast Dinners.

Continuing to hold well attended luncheon programs featuring speakers who are relevant to members needs. Audio recording for selected events.

Continuing to focus on board representation which includes members of the major Philadelphia investment firms.

Continuing to support CFA Candidates by holding the Open House, sponsoring prep course providers, helping to organize study sessions, and providing scholarships.

Continuing to cultivate a productive relationship with the CFA Institute by encouraging board members to attend Society Leaders Conferences, inviting CFA Institute staff and board of governor members to be speakers at CFAP events, inviting CFA Institute staff to contribute articles for the newsletter.

# Operating Objectives

Attain Level 1 and Level 2 status

## **Society Member Service Standards and Resource Allocation Model**

### **Funding Opportunity**

Level 1 Funding (Operational)

\$51,116

Used to assist societies attain Member Service Standards ("MSS")

Refer to Handout Exhibit C

Level 2 Funding (Aspirational)

Funds allocated and approved upon "application"

Provided to Societies that meet or making progress re: MSS

"CFA brand awareness" / "society collaboration" / "society investment"

Refer to Handout Exhibit C

# Operating Objectives

## Level 1

### Minimum Service Standards

### Minimum Standard

#### Member Value

##### Programming & Education

Conduct Regular Programs

CE Credits from Programs

Submit evaluation forms for SRP speakers

12 events per year

6 hours per year  
required

##### Special Events

Includes Forecast Dinner, Charter Awards Dinner, Annual Dinner

1 event per year

##### Social or Networking Events

2 events per year

##### Membership Needs Assessment Survey

1 survey every 2 to 3 years

##### Track Member Activity

% of Society Members who are active

attend events and/or volunteer

required

##### Outbound Communication

Quarterly / Monthly communication (letter, email, newsletter)

required

# Operating Objectives

## Level 1

### Minimum Service Standards

### Minimum Standard

#### Outreach and Awareness

##### Conduct Outreach Activities

5 activities per year

Universities - IRC

Community Outreach - WSJ Classroom

Global Interdependence Center - event co-sponsorship and referrals

Employers - Professional Development Day

Employers - Member to Member training

#### CFA Program

##### Society Scholarship Program

10 scholarships per year

Award minimum scholarship

# Operating Objectives

## Level 1

### Minimum Service Standards

### Minimum Standard

#### Operations

##### Administrative

Maintain up to date By-Laws	required
Maintain historical records (minutes / event attendance)	required
Hire part-time staff, full-time staff or retain independent contractor	required

##### Financial

Financial Statement	required
Develop budget	
Generate regular financial statement	
Conduct annual review of financial statement	required
Maintain Policy Statement for Reserves and Investments	required

##### Technology (website)

Maintain up-to-date website	required
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# Operating Objectives

## Level 1

### Minimum Service Standards

### Minimum Standard

#### Governance

##### Attendance at ALL CFA Institute Leadership Meetings

Spring (annual conference); Fall (worldwide); Winter (regional) required

##### Board Activities

Appoint Society Liasons for each of these:

Advocacy required

Awareness required

Education required

Scholarships required

Technology required

Treasury required

Submit to CFA Institute by September 1st:

Officers; Board of Directors; Society Liasons required

Signed Member Society Services Agreement required

Conduct quarterly board meeting and write/distribute/archive minutes. required

##### Strategic Planning

Strategic Plan is developed, initiated and reviewed on regular basis required

##### Annual General Members Meeting

In Person or Virtual Meeting required

Verbal or Written report to members summarizing accomplishments required

# Operating Objectives

## Level 2

Partnership with the Global Interdependence Center to sponsor the Food and Water Investing program.

Partnership with the CFA Society of Washington and the CFA Society of Baltimore to sponsor a multi-city investor awareness program.

# Strategic Planning – Next Steps

Hold another Strategic Planning session sometime during 2009 in order to evaluate our progress since the 2006 meeting and to discuss overall priorities and action steps to implement.

Discuss conducting another membership survey.

# CFAP Board of Directors

<u>First Name</u>	<u>Last Name</u>	<u>Co Name</u>	<u>Email</u>	<u>Phone</u>	<u>Functional Role</u>
Kristen	Boling	SEI Investments	kboling@seic.com	610 676-1587	Secretary - CFAP Org Chair
David	Brune	Haverford Trust Co.	dbrune@haverfordtrust.com	610-995-8714	Membership Chair
Mark	Byers	Wilmington Trust	mbyers@wilmingtontrust.com	302-651-1402	Career Services Chair
Maggie	Creed	Wilmington Trust	MCreed@WilmingtonTrust.com	302-651-8574	Outreach Chair
Vladimir (Val)	de Vassall	Glenmede Investment Management	val_devassal@glenmede.com	215-419-6987	Quantitative Strategies
Domenic	D'Ginto	PNC Bank	domenic.dginto@pncbank.com	215-585-1201	Volunteers / Strategic Plan
Paul	Emata	PNC Bank Delaware	paul.emata@pncbank.com	302-429-1521	CFA Institute Liason
Erik	Hagar	The Vanguard Group	erik_h_hagar@vanguard.com	610-503-2059	Public Awareness
Brian	Lauzon	Delaware Investments	blauzon@delinvest.com	215-255-1668	Global Interdependence Center
Walter	Lenhard	The Vanguard Group	walter_h_lenhard@vanguard.com	610-669-6239	Technology
Joyce	Li	Marvin & Palmer Associates, Inc.	joyceli@mpainc.com	302-573-3570	Website
Barry	Missett	Strategem Wealth Management	missett@comcast.net	610-937-5030	Education Co-Chair
Lucy	Momjian	The Vanguard Group	Lucy_Momjian@vanguard.com	610-503-5390	Education Co-Chair
George	Montgomery	Montgomery Investment Technology	george.montgomery@fintools.com	610-688-8111	Technology - IMUS
John	Neff	T B Partners	jbn@Tbpartners.com	610-941-5046	Distinguished Investors
James	Rowley	The Vanguard Group	James_J_Rowley@vanguard.com	610-503-4507	Treasurer - CFAP Org. Chair
David	Shepherd	Monadnock Capital Management	david@wawaset.com	302-598-6304	Events Chair
Herbert	Taylor	Federal Reserve Bank of Philadelphia	herb.taylor@phil.frb.org	215-574-6439	Communications Chair
Chris Tidmore	Tidmore	Butchers Hill Capital LLC	chris_tidmore@butchershillcapital.com	267-557-3580	Education
Daken	Vanderburg	Chartwell Investment Partners	vanderburg@chartwellip.com	610-407-4825	University Outreach

# CFAP Executive Committee

<u>First Name</u>	<u>Last Name</u>	<u>Co Name</u>	<u>Email</u>	<u>Phone</u>	<u>Committee</u>
Domenic	D'Ginto	PNC Bank	domenic.dginto@pncbank.com	215-585-1201	President (Volunteers / SP)
Lucy	Momjian	The Vanguard Group	Lucy_Momjian@vanguard.com	610-503-5390	VP (Education Co-Chair)
Mark	Byers	Wilmington Trust	mbyers@wilmingtontrust.com	302-651-1402	VP (Career Development)
Barry	Missett	Strategem Wealth Management	missett@comcast.net	610-937-5030	VP (Education Co-Chair)
James	Rowley	The Vanguard Group	James_J_Rowley@vanguard.com	610-503-4507	Treasurer
Kristen	Boling	SEI Investments	kboling@seic.com	610 676-1587	Secretary
Walter	Lenhard	The Vanguard Group	walter_h_lenhard@vanguard.com	610-669-6239	Past President - Immediate
Paul	Emata	PNC Bank Delaware	paul.emata@pncbank.com	302-429-1521	Past President
Erik	Hagar	The Vanguard Group	erik_h_hagar@vanguard.com	610-503-2059	Past President

# CFAP Key Contact Persons

<u>First Name</u>	<u>Last Name</u>	<u>Co Name</u>	<u>Email</u>	<u>Phone</u>	<u>Role</u>
Michelle	Doty	CFAP	mdoty@cfaphil.org	215-320-4980	Executive Administrator
Carneglia	Bonnie	Fernley, Accounting	bcarneglia@fernley.com	215-564-3484 x2214	Staffed Office Services
Rowello	Trudy	Fernley, Chief Operating Officer	trowello@fernley.com	215-564-3485	Staffed Office Services
Burns	Terence	Campion Wealth Management LLC	terence.burns@campionwealth.com	703-848-0344	PCR (Presidents Council Rep)
Morris	Nanci		nmorris218@msn.com		PCR - NYSSA
Matthias	Jeff	CFA Institute	<a href="mailto:jeffrey.matthias@cfainstitute.org">jeffrey.matthias@cfainstitute.org</a>		Director, Society Strategy & Design
Deale	Chip	CFA Institute	chip.deale@cfainstitute.org	434-951-5342	Head, Society Relations
Matallana	Rafael	CFA Institute	rafael.matallana@cfainstitute.org	434-951-5329	CFA Institute Representative