

## **Results from the Strategic Planning Session South Carolina Association of Special Purpose Districts**

### *Mission Statement:*

The South Carolina Association of Special Purpose Districts exists to be a unifying and coordinating force that aids, educates and represents Special Purpose Districts in South Carolina. By fulfilling its mission, the Association assists Special Purpose Districts in delivering quality and efficient services for the citizens of South Carolina.

### **Goals and Strategies**

*Goal #1* – Increase participation of members

#### *Strategies:*

1. Create a member handbook
2. Improve e-mail communication from the Association to the districts
3. Broaden points of interest in meetings and conferences
4. Investigate using information conference calls
5. Try to include small SPDs
6. Support regional meetings (See Goal #2, Strategy #2)
7. Have individual members encourage participation

*Goal #2* – Increase membership

#### *Strategies*

1. Get interested members on the Board
2. Hold regional meetings
3. Establish a membership committee in each region
4. Begin trial memberships
5. Develop an information packet (See Goal #1, Strategy #1)
6. Have individual members recruit
7. Target recruitment by service type (recreation, fire, W&S, etc.)
8. Post information on the internet
9. Have a roving ambassador

*Goal #3* – Enhance “public” visibility

#### *Strategies*

1. Hire a PR firm to develop a marketing plans with input from members
2. Have the PR firm recommend how to use the media to accomplish the goal

3. Determine the data needed to “tell the SPD story”
4. Collect data on existing SPDs from state agencies, counties, bond attorneys, rural development agencies
5. Write the history of SPDs

*Goal #4* – Be more proactive in developing legislation and influencing the legislature and other governmental agencies

*Strategies*

1. Form a task force to define legislative goals
2. Identify strong, pro-SPD legislators to introduce legislation on the Association’s behalf
3. Develop a better relationship with county council members
4. Hold a legislative day
5. Send small gifts to legislators
6. Benchmark against other associations (MASC, SCAC)
7. Hire a PR firm to craft message for legislature (See Goal #3, Strategies #1-3)
8. Engage the customers in telling the story