

# SC Horsemen's Council Strategic Plan Jan 11, 2008

## SCHC MISSION STATEMENT

The SCHC exists to promote and improve the horse industry in SC through education, communication and representation. Our purpose shall be to encourage equine research, provide information concerning the industry, to promote or oppose legislation considered pertinent to Council membership, and generally to promote the common interest of all segments of the horse industry.



## FOCUS AREAS

*These were agreed to be of a short to intermediate term focus and from these we would key in on immediate term ACTIONS for 2008 around which we could develop some goals and measures.*

- Promotion Bill
- Resource sources
- Membership
- Finance
- National issues
- EXPO
- SETC
- Sponsors
- Education
- Youth
- Scholarships
- Member Giveback (volunteerism)
- Communication
- Events
- Member Benefits
  - Directory
  - Rebates
  - Microchipping
  - Insurance
  - Low cost vet services
- Public relations
- Disaster Plan
- Member Survey
- Equine census

All agreed that Membership/Finance/Sponsor were all closely linked, with communication being another common thread. Therefore our primary strategy is to grow the membership base. Our tactics to grow the membership base and the programs we will implement to support the tactics were our next areas of focus.

## **FOCUS AREA ASSIGNMENTS**

1. 2008 Expo/Annual Meeting: Ellen
2. 2008 Southeastern Equestrian Trails Conference: Jim
3. Promotion Bill: Tim, Jim, Mary Ellen
4. Membership drive: Hayward, Juanita, Mary, Jamie, Donna
5. Resource Source: Ellen, Cecil
6. Public Relations: Kaye, Carol

## **KEY TACTICAL AREA RECOMMENDATIONS FOR ACTION**

### ***1. 2008 Expo/Annual Meeting***

Continue with current plan.

All committee members need to review assignments, be engaged and be committed to making this our best ever event.

### ***2. 2008 Southeastern Equestrian Trails Conference***

Continue with current plan

Sponsors are needed. Each Director needs to get out and get a sponsor – commitment and engagement are key to our success. This event coupled with the EXPO will give us the credibility we all know is needed.

### ***3. Promotion Bill***

This is our *Cause to Unite*. Past surveys and current communication with members indicates this is a make or break item for the equine industry in SC. We will have a presence at the EXPO and a keynote speaker concerning this at the EXPO. We need to mobilize the membership to contact their elected officials, especially those on the House Ways and Means Committee. Ms Funderburk needs a co-sponsor for this bill. We need to help her get this added ammunition.

### ***4. Membership Drive***

Goal: short term - DOUBLE membership for 2008  
Long term -1000 plus members

How:

- Define & expand the membership categories  
Who: Board
- Explain benefits of membership  
Action: Hand out benefits sheet at EXPO  
Develop promotional brochure (see PR plan)
- Personal recruiting by Board and current members
- Letter to all horse organizations (Membership committee send)
- Sponsorship packages (Board to develop)
- Membership drive by District (Place in next newsletter)

## **5. Resource Source**

### *What we will provide*

- SC trail info on web & publications
- List of equine businesses, services, real estate, vehicles, etc
- Website calendar of events
- Sources of advice & equine info (feed, health, training, etc.)

### *What will we do with this*

- Publish on website & newsletters
- Send inquiries to experts

### *What is the need*

- Newcomers to SC
- Longtime residents
- New horse owners
- One easy access to source of information

### *Who benefits*

- All equine owners
- Businesses
- Service providers

### *What is the benefit*

- One source for lots of information
- Quick access
- Larger network with equine enthusiasts
- Provides service to cross section of equine enthusiasts
- Provides value to SCHC membership
- Strengthens SCHC profile & presence

### *How do we get it done*

- Assemble project team
- Determine priorities
- Assign tasks

### *What are we going to do*

- Decide exactly what we will provide
- Determine how to get the info
- Determine how to communicate
- Determine how to maintain
- Solicit input from members
- Network with other associations

### *When*

- Start after EXPO (ask for input at the EXPO)
- Form project team by March Board meeting
- Identify timelines and resources
- Complete by November 2008

## **6. Public Relations**

### *What we will provide*

- A consistent "face" for the SC equine industry
- We will develop a brand for the SCHC

## **(Public Relations – cont'd)**

### *What we will do with this*

- Project our brand image through various media channels (personal, print, electronic, TV, radio) to our audience (horse owners, horse lovers, horse haters, general public, agency personnel, elected and appointed officials, business owners and service providers)

### *What is the need*

- To answer a question about an equine related topic
- To promote a specific cause
- To provide timely information on a regular basis
- To tell the story of the horse industry in SC in a way that is relevant to our various audiences
- To provide an impetus to action (get something done)

### *Who benefits*

- All equine owners & enthusiasts
- Equine Businesses
- Equine Service providers
- Federal and State agencies
- Tourism & Economic Development Boards
- Equine research institutions

### *What is the benefit*

- Clear, consistent, accurate communication presented in a manner designed to educate, persuade, inform, advocate, or argue, depending on the intent of the communication

### *How do we get it done*

- Assemble project team for longer term plan
- Determine priorities
- Assign tasks and timelines

### *What are we going to do*

- Immediately: Design, develop new promotional brochure
- Immediately: Explore website restructure
- Immediately: Board members to wear matching shirts at EXPO to make us more accessible to our membership
- Intermediate term: Design Power Point presentation overview of SCHC and the SC equine industry to use for various speaking engagements
- Simplify the SCHC booth so that we have a “SCHC story in a box” that Directors and members can use to promote equines in SC
- Longer term: Implement results of planning team’s recommendations

### *When we will do it*

- Tweak existing promotional brochure for use at EXPO
- Design, develop new promotional brochure to roll out at SETC
- Define project team members by March Board meeting