KPPA Mission Statement

To provide, promote and support professional development in procurement practices for our diverse membership through educational opportunities and communication while achieving and maintaining the highest standards of ethics, integrity, public trust and awareness.

Marketing Strategies

In efforts to increase and retain membership on a yearly basis, the Kentucky Public Procurement Association (KPPA) will:

1. Recruitment of new members
   a. Set up booths at events that public buyers and managers would be participants:
      i. Have booths at Commonwealth training functions targeted towards procurement, budget, and accounting staff such as eMARS user group meetings.
      ii. Have booths at conferences for educational representatives involved in procurement such as National Association of Educational Procurement (NAEP).
      iii. Have booths at conferences targeting local and county officials involved in procurement such as Kentucky Association of Counties (KACO).
   b. Informal social events:
      i. Host “March is Purchasing Month” training/social event which is free and open to the public.
      ii. Host an ice cream social or picnic in the fall for prospective members
   c. Recognize first time attendees at the KPPA Conference
      i. Offer a “First-Timer” welcome presentation and reception at the beginning of the conference
ii. Provide ribbons to identify each new attendee so current members can easily identify and welcome new members.

2. Retention Initiatives for existing members
   a. Recognize members during conference and identify membership milestones of 5 years, 10 years, 15 years, 20 years, etc. with presentations of certificates, ribbons, pins, etc.
   b. Offer a percentage discount off of KPPA conference registration to members with 10+ year milestones (percentage discount would equal membership milestone in five year increments after 10 year membership anniversary).
   c. Use Survey Monkey to send out questionnaires to current KPPA members who have not yet registered for the annual conference to see why they have not registered. Within the survey, provide a listing of possible reasons for not registering such as cost of registration, running late submitting registration, location of the conference, dates of conference, agenda topics not applicable, agency management not supportive of KPPA, etc.
   d. Publish Membership Directory of current KPPA members in 2011 Conference Booklet
   e. Send out confirmation e-mails thanking each registrant for their paid registrations for the fall KPPA conference

3. Outreach and continuing education about the purpose and benefits of KPPA
   a. Mail-outs or electronic media (email/web) designed to target specific demographics of purchasing professionals:
      i. Target city and county procurement officials
      ii. Target school boards procurement officials
      iii. Target universities
   b. Target University Student membership for students majoring in marketing, purchasing, materials management, through free membership dues, scholarships, etc.
   c. Contact past members of KPPA and extend an invitation to rejoin the organization
d. Education of upper management from state, local and university entities about the purpose and benefits of KPPA.
   i. Research possibility of a letter being sent from the Finance Cabinet Secretary to all Cabinet Secretaries, Commissioners, etc. describing the mission of KPPA and the benefits for all state procurement officials.
   ii. Research the possibility of a letter being sent from KACO to all County Judge Executives and Mayors describing the purpose of KPPA and the many benefits for public purchasers.
   iii. Post sample justification letters requesting approval for KPPA training to the KPPA website.

e. Maintain the Membership Guide and Brochure to reflect current pricing, data, benefits, etc.

f. Maintain the website to reflect current events and opportunities
   i. Membership List
   ii. Scholarship Offerings
   iii. Training Events
   iv. Job Opportunities
   v. Reverse Trade show when scheduled.
   vi. Professional Resources/Reference Information
   vii. Slide Shows/Conference Videos/Pictures
   viii. Monthly Newsletter

4. Offer and develop various scholarship and class subsidies for members
   a. Essay contest
   b. Buyer of Year
   c. Manager of Year
   d. Student Scholarship for a high school senior or university student
   e. Lottery drawings
   f. Subsidies for NIGP classes
   g. Cash reward given to KPPA members who are newly certified as either a CPPO or a CPPB. Rewards to be presented at the fall KPPA conference.

5. Networking
a. Offering a Mentor/Mentoree program for members
b. During conference, offer structured events during evening hours and provide members with a diverse selection of tours and activities.
c. Have KPPA Board Members and/or Membership Committee members conduct periodic outreach to members to seek feedback, ideas, concerns, questions, etc.

6. Vendor Recruitment
   a. Conference Trade Show Booth Sales
   b. Conference Training Booklet/Lists all vendors participating in Vendor Expo
   c. Free Class offered to ALL registered Vendors at the conference
d. Sponsorship Opportunities
   i. Conference
   ii. Website
e. Reverse Trade Show

Business Objectives and Goals

The KPPA is committed to the ongoing professional development of our members through education, certification and networking activities.

- Increase membership through conference attendance by 5% over previous year.
- Increase membership through applications by 3%.
- Retain at least 85% of current members.

Budget

In order for KPPA to meet the marketing strategies, the following is a list of potential expenses:

1. Booths, registration fees, and travel expenses
2. Purchasing Month Activities
3. Ice Cream Social/Picnic
4. Ribbons
5. Postage, printing fees, paper
6. Scholarships
7. Class Subsidies
8. Promotional items