

The Reinvention of IPPS 2014

Wherever you look, nonprofits and charities are reinventing themselves for the 21st Century. IPPS, established in 1951, is no exception. Last year the IPPS International Board initiated a strategic planning process. David Cliffe, the International Board Chairman, has written to you explaining the process so far and requesting your feedback. You can read his letter [<<here>>](#). You are encouraged to share your ideas and comments by sending an email to either of these addresses: ideas@ipps.org or feedback@ipps.org

The International Board has also prepared a report on the comments members have made so far. Here's an executive summary of those comments:

- The Board intends to provide governance and strategy, while allowing the Regions to execute the strategy as regionally appropriate.
- Regions will name their delegates to the International Board based on the contribution they can make to the Board, not simply by succession rules.
- We need to answer the question: "Should the membership services be administered by the Regions or by the International Office?"
- The International Board acknowledges that all decisions it makes and systems it devises must be simple and cost effective for the Regions to implement.
- Another key question is: "How can we best balance the needs between those members who want to continue receiving the hard copy of the Proceedings and those who want easy online access?"
- "How can we best provide the information from the Proceedings, ranging from the hard copy with its high editing standards, to papers accessible only on the ISHS database, to video presentations on the IPPS website?" And recognizing that increasingly the papers presented at the meetings are provided in PowerPoint and lack sufficient detail.
- The business of the International Board should take precedence over the tours and the tours' length and affordability need to be reviewed.
- "How best can we integrate social media among the Regions and use it to generate more sharing among members and interest from potential members?"
- "Who is the target audience for membership recruitment and what are the objectives for such a marketing campaign?"
- "What will an effective, simple, and attractive website for IPPS look like? And how can International and the Regions interface through the website(s)?"
- The International Board and Office will generate a monthly newsletter to include news of the International Board and the Regions, so all members know what the International Board and Office are doing and the activities of the Regions.
- Students and young nursery workers should receive free digital membership.
- A Youth Exchange Program is an important component of any strategic plan. "How best to ensure IPPS gets a return for funding the Exchange Program and that participants join and stay in IPPS?"
- The value of IPPS membership, especially for global horticultural businesses should be better realized and sponsorships sought.
- Dues should not be raised. Cost savings need to be found and the Board and Office must operate consistently in surplus.
- Ways to generate revenue from the information IPPS owns should be explored.

The complete Strategic Plan Report can be seen here: [<<Strat Plan>>](#) and the SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis here: [<<SWOT>>](#)