

**2012-2013 Circle of Excellence**  
**Chapter Plan for the \_\_\_\_\_ CPCU Society Chapter**

**Strategic Goal #1: Provide access to technical insurance knowledge on current industry issues to assure members have relevant knowledge.**

- Increase the hours of technical insurance education delivered
- Increase the number of individuals taking their first CPCU exam

**Strategic Goal #2: Promote the professional qualifications of CPCU's**

- Increase the number who complete their CPCU designation
- Increase the conversion rate for new CPCU's
- Increase the retention of members
- Increase recognition of the CPCU designation

**Strategic Goal #3: Promote risk management and insurance as a career**

- Increase the number of students who choose risk management and insurance as a career

**Strategic Goal #4: Chapter best practices and governance**

- Chapter Governance-ensure the chapter is in compliance with non-profit laws
- Focus chapter planning on strategic goals
- Chapter Leadership- increase the number serving in leadership roles