

ISACA[®] Slovenia Chapter Communications Plan

Effective: 6 May, 2014

Načrt komuniciranja Slovenskega odseka ISACA[®]

Velja od: 6. maja 2014

Article I. Purpose

Slovenski odsek ISACA, with the English name ISACA Slovenia Chapter, hereinafter referred to as "Chapter", wishes to strengthen the impact of its efforts by creating an over-arching communications plan to guide the Chapter communications throughout the year.

The objectives of the Chapter are to communicate clearly, adequately and in a timely manner to make its members, potential members, ISACA International members and the general public aware of Chapter's activities, events and developments in the area, to promote ISACA as a relevant partner, to promote ISACA certifications and products as a value added and the profession.

Article II. Owner

Section 1. The Owner

The owner of this communications plan, hereinafter referred to as "Plan", is the Chapter's Communications coordinator.

Section 2. Duties of the Owner

Owner shall be responsible for all aspects of the Plan, including:

- Strategic planning,
- Plan development,
- Plan implementation,
- Monitoring and measurement of the plan's progress,
- Documentation management of the plan,
- Applying for any International communications awards, as applicable.

The owner shall review the Plan each year and consider improvements, adaptations and other members' suggestions, usually during the strategic and annual planning processes for the chapter organization and operations, and suggest changing or adding projects to Chapter plan as necessary.

Article III. Strategic Plan

Section 1. Developing the Plan

When developing or amending the Plan the owner shall assess the environment and the factors to address. A SWOT analysis or similar tools shall be used to assess at least the following areas:

- Customers
- Stakeholders
- Competition
- Challenges

Plan shall take into account and/or use:

- Communications methods available for use, and
- Amount of chapter resources to perform communications activities (time necessary, number of volunteers and budget).

Section 2. Key audiences

Chapter recognizes the following groups to be its key audiences:

- Members,
- Non-member IS professionals,

- Business and management,
- Auditors and internal auditors,
- Universities and students,
- Professional associations with similar interest, and
- Government/regulatory bodies.

Plan shall address all groups of Chapter key audiences.

Section 3. Key messages

Key messages to targeted audiences shall include:

- Event awareness, topics of interest, encourage volunteerism, updates from ISACA and HQ (to members);
- Benefits, what ISACA is and does (to nonmembers);
- Chapter information, progress, challenges, relationship-building (HQ);
- General industry updates and information;
- Professional development opportunities;
- Engaging academics, influencing curricula, getting academics to advocate to students, career path advocacy (to universities);
- Career paths, source of professional content, jobs (to students);
- Sponsorship, benefits of frameworks, demonstrate thought leadership, demonstrate benefits of certified professionals (to business);
- Sponsorship opportunities, speaking opportunities (to vendors);
- Partnership synergies, cross marketing, joint events (to associations);
- Governance, benefits of frameworks, thought leadership, position ISACA as opinion maker on new laws/regulations (to government/regulatory).

Section 4. Key channels

Chapter board members shall use the occasion and personal contact to promote Chapter mission and objectives.

Chapter members shall be asked to include a 2-page presentation of ISACA, the chapter and the right to use ISACA certifications in their presentations where appropriate.

Chapter shall use its website, e-mail, linkedIn group and facebook page as key communication channels.

Chapter shall also publish its events, key news and announcements on the ISACA International website.

Section 5. Current strategic goals

Based on the Chapter strategy and the analysis performed two strategic goals were set forth that shall be taken into account:

- Promotion of and striving for recognition and adequate treatment of all ISACA certifications, and
- Attract younger members.

Article IV. Tactical plan

Owner shall be responsible for:

1. Chapter website modernization. The objectives are to bring pages in line with ISACA corporate identity, enable management and editing of pages by a member webmaster, add analytics and make website measurable, and to add members-only area for more private communication.
2. Choosing and using a suitable messaging system. The objectives are to make e-messaging less time-consuming, lighter and more user-friendly.

The deadline for both tasks should be September 2014.

Article V. Messaging materials and timeline

Owner shall be responsible for up-to-date communication and quality of messages. To better align the efforts and the Plan, owner shall prepare, maintain and use standard forms and templates where appropriate for key messages to targeted audiences.

- A. www.isaca.si update min 2×/month
 maintain current information on the chapter, its events, activities and membership, the ISACA certifications, products, content and educational events
 pages Dobrodošli/Welcome, O odseku/About the chapter, Člani/Members, Izobraževanje/Education, Nazivi/Certifications, Revizija IS/IS audit

- | | |
|---|------------------------------|
| B. Mesečnik (monthly e-bulletin) | monthly, min 9×/year |
| information on the chapter events and activities, membership and other statistic, names of new members and certification holders, on ISACA, important days and invitations of cooperating organizations | |
| C. Obvestila (e-notices) | as needed, min 1×/month |
| timely information and reminders on the chapter events, activities, important days and invitations | |
| D. Chapter's annual report | March each year |
| report/information/overview to members and the general public on the chapter membership and other statistics, activities, achievements, finance and plans | |
| E. linkedIn/Slovenski odsek ISACA | update min 1×/month |
| timely information and reminders on chapter events and activities, exchange of views, comments, quick polls | |
| F. facebook/Slovenski odsek ISACA | update min 1×/month |
| promotion of ISACA certifications, products, timely information and reminders of chapter events and activities | |
| G. mass mailings: Srečno/Happy New Year and similar | mid December, as needed |
| H. individual mailing: Dobrodošli/Čestitamo/Obnovite/Žal nam je | as needed |
| Welcome/Congratulations/Renew/Sorry: individual e-mails to every new member, exam passer, certification holder, not timely renewed member or leaving member | |
| I. ready-made long and 2-pages .ppt presentations | use as needed/appropriate |
| building awareness, promoting and presenting the value of ISACA, the chapter and the right to use ISACA certifications | |
| J. www.isaca.org | update as needed/appropriate |
| publish information on chapter educational events, important news and announcements | |

Article VI. Measuring

The effectiveness of the Plan shall be measured and the results represented in the Chapter's annual report.

Different measures will be taken into account, including:

- the annual survey of members' satisfaction TBD, average > 4,2 of 5
- number of Mesečnik and Obvestila recipients, messages open/read
recipients growth >5%/year, TBD when measuring possible
- hits on www.isaca.si (with new website design) TBD when measuring possible
- number of members of Chapter's LinkedIn group members growth >5%/year
- number of likes on Facebook likes growth >5%/year
- number of attendees, especially the new ones, to Chapter's educational sessions
growth >2%/year, % of members attendees > 50%, growth 2%/year
- the fulfilment of the Plan >95% of goals from V., self assessment > 4,5 of 5

Other additional metrics and measures may be used as they become available or are accepted by the owner.