



Penn State Association for Operations Management

2017-2018 Strategic Plan

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Overview

APICS is a non-profit international education organization, offering certification programs, training tools and networking opportunities to increase workplace performance. It was founded in Cleveland in 1957 as the American Production and Inventory Control Society.

Though being registered in 2007, Penn State APICS was put into effective operation in 2012 and has continued to thrive since. Penn State APICS aims to develop students' professional efficiency in operation management through offering networking events, professional development workshops, CPIM study sessions, and other signature events such as APICS Case Competition and APICS Annual Conference.

Spring 2014 was the first time where the club took the CPIM exam together as an organized group. This is a huge step for the organization as a whole. We hope to extend such efforts and encourage more members to take the exam.

APICS works closely with two Supply Chain professors who are also the advisors of this organization. **Felisa Preciado** and **David Huff** have aided this organization by providing professional supply chain advice as well as insightful ideas on how to make this organization more successful here at Penn State.

The chapter reports to APICS Mid-Atlantic Chapter with a single point of contact, **Joe Fao** (jpfao@comcast.net).

Mission Statement

Our mission is to provide Penn State supply chain students the tools needed to obtain their CPIM certification through study, networking, and skill application.

2017-2018 Vision

The 2017 vision for the new executive board members is to solidify the foundation of Penn State APICS through

- Enforcing organization charter, election procedures, and account book;
- Managing social network platforms including Facebook page, website and mail list;
- Solidifying relationship with corporations, department and parent chapter;

- Raising membership activeness through putting the action plan into practice;
- Pairing up with other Smeal organizations in collective effort of event planning.

Committee Descriptions

Marketing:

The marketing committee of APICS requires branding APICS with our mission statement in public events, such as: Smeal big events, class info sessions, etc.; corresponding APICS events with other committees; maintaining APICS's positive public image by targeting at right potential members, designing informative flyers, posters and presentation slides, and being active in social medias; and avoiding marketing myopia. Marketing committee also takes charge of APICS's social media, which include websites, Facebook, Gmail accounts and other online platforms. The overall goal for marketing committee is creating positive public image to attract new members while increasing public recognition of Penn State APICS.

Finance:

The finance committee is responsible for managing corporate sponsorships, book keeping and reimbursements for APICS. In detail, finance committee needs to direct APICS within a sustainable funding plan as followed: acquiring sponsorships from companies by coming up with persuasive reasons; getting financial support from campus organizations, such as: UPAC; reimbursing members' CPIM certification exam fee along with organization-related operational spending; having an updated tally book in a weekly basis.

Secretary:

Secretary is accountable for managing APICS membership, arranging new board elections, reviewing potential leaders' applications and conducting professional interviews with all executive board. Secretary is also responsible for sending out weekly emails to APICS members.

Corporate Relations:

Corporate relation committee helps APICS build professional and sustainable relationships with companies. It will work closely with finance committee to obtain sponsorships and organize corporate events within a reasonable cost. Moreover, corporate relation committee needs to touch base with Smeal career office to get specific companies' information, which will increase the possibility of partnership with companies. In the long run planning, corporate relation committee will be responsible to find a company that can provide APICS with free lessons for CPIM exam preparation.

Points and Reward System

APICS uses point system to monitor general body and board member's attendance rate.

Events	Points
General Body Meetings	1 point
Social Events	1 point
Information Sessions	2 points
Study Sessions	2 points
THON trips	4 points
THON trip hosts	5 points

As a professional supply chain organization, we want to obtain a strong relationship between our members and leaders. Thus, the minimum attendance rate for members is 50%, and leaders are 90%. If a leader fails to meet the minimum attendance requirement, he/ she will be required to schedule an appointment with board members to discuss the consequence in order to make a final decision.

At the end of two semesters, members with highest scores will receive preferential consideration in the next election.

Committee events

2017 Vision

The new Corporate Relations VP for Fall 2017 and Spring 2018 is reach out with various corporate recruiters (General Electric, Bechtel Corporation, Cintas Corporation, Caterpillar, Rockwell Automaton) in order to host networking events and create partnerships with these firms. The Corporate Relations VP is also working with our Cintas contact to create a project that APICS can collaborate on this upcoming fall in regards to lean production. Along with this, we are planning on hosting another CAT event during the Fall career fair week which will be greatly beneficial in motivating our members to partake in CPIM certification along with opening up the opportunity to network with a company greatly interested in hiring full time Penn State students. We also hope to partner with Rockwell Automation to create more educational CPIM study group sessions, greatly through Rockwell's offer to provide study material that their own employees utilize for this exam. Finally, we have reached out to Bechtel Corporations in order to host a networking event with their recruiters this upcoming fall semester.

Corporate Events

Caterpillar Information Session

In the spring of 2015 we hosted an information session with CAT in order for our members to learn more about the benefits of becoming CPIM certified. CAT requires all their supply chain employees to become certified by the end of their rotational period, thus proving to be a great resource to our newer members who are still uncertain about participating in the CPIM certification events we are holding. After a successful event, we plan on hosting another event with these CAT recruiters during FALL 2015 career fairs.

There were no costs associated with hosting this event.

GE Laser Inspection Facility Tour in Lewistown

In the fall of 2014, we collaborated with a plant manager in order to participate in a plant tour of GE's Pennsylvania facility. We took a tour of their warehouse, examined

their inventory system and watched a presentation on their Global Warehouse System. Through this we learned how GE has successfully duplicated their warehouses globally in order to be efficiently manage and monitor their facilities.

The costs of this trip were primarily based on transportation.

Johnson & Johnson Information Session

In the Spring of 2016, we held an information session with Johnson & Johnson (J&J) to let the members learn about the employment opportunities at J&J, as well as strengthen their networking skills. Members also learned the role of supply chain within the J&J Cooperation, giving a clearer projection of what a career in supply chain will look like.

Case Mason Information Session

In the Fall of 2016, we held an information session with Case Mason to inform members regarding employment opportunities at Case Mason, as well as strengthen students networking skills. Members also learned the role of supply chain within the Case Mason Cooperation, giving a clearer projection of what a career in supply chain will look like.

There were no costs associated with hosting this event.

Professional Development Signature events

APICS Mid-Atlantic Chapter Case Competition

APICS Mid-Atlantic Case Competitions are based on real business cases with specific operation or supply chain problems. Cases are designed to encourage students to solve real-world situations using textbook knowledge, and to foster student involvement in district and professional chapter activities. In March 2016, APICS Penn State Chapter participated in Mid-Atlantic District (MAD) Case Competition, and was able to finish 2nd place. They worked in teams of four; each represented a function in business including sales, purchasing, supply chain and operations. Their challenge was to make strategic decisions to increase a fruit juice manufacturing company's ROI. The participation is free of charge. The Smeal College of Business and APICS Mid-Atlantic Chapter covered all expenses.

APICS Scholar Program and APICS Conference

Through the APICS Scholars Education Program, the APICS Supply Chain Council offers graduate and undergraduate student members **free admittance** to APICS 2016 in **Washington DC**. Aside from the opportunity to experience the conference and network with active supply chain and operations management professionals, scholars receive complimentary conference registration, a stipend, and hotel accommodations either fully or partially paid.

APICS 2016 is the premier event for supply chain and operations management professionals. Supply chain and operations management professionals are expected to achieve maximum productivity, meet consumer demand, and remain agile amid instability and unpredictability. Each year, the APICS annual conference offers relevant education, best practices and thought leadership to help attendees lead their organizations and reach these goals.

Professional Development Events

CPIM introduction and study Session

The most important agenda is to Introduce APICS and CPIM Certificate to members, SCM major students, and those freshman and sophomore who intend to major in SCM. Providing them information about APCIS and CPIM certificate will increase the visibility of the organization and attract more potential members. Study sessions could be held once a week or twice a month at weekdays evening based members' schedules. Terminology explanation, multiple choice practice, and mock exam will be included in the study session.

Speakers from corporate office and companies

APICS will continue inviting professionals from Career Service Center, such as Smeal Corporate Service, and Bank of American Career Service Center. For freshman and sophomore, the speaker could talk about career path and opportunities; for junior and senior, the speaker could review resume and answer interview questions. Recruiters from companies are the best resource for career fair and interview skills. Feedback from recruiters is valuable, so APICS will invite speakers from different companies and provides members with opportunities to hear from the recruiters.

THON Events

In order to let more students know and get involved in THON events, APICS plan to

organize 3 major activities to raise money for THON. In below are the fundraising ideas, we will choose 3 of them considering revenue return, attractiveness and easiness to negotiation.

- Through cooperating with stores or restaurants at downtown, like Cold Stone, or Five Guys. We offer free labor in a certain time range and use our marketing strategy to attract more customers for them and then we receive certain proportion (eg.15%) of the total revenue. (Alternative option here is doing volunteer at Pegula ice Arena concession during hockey game session, and get the certain portion of revenue. They have offered this option to different organization before, so it is easy to negotiate.)
- Trough Canning trips. Cooperating with CSCMP or other bigger organizations (IST student organization, or PSMA) to attract more people join in. providing gas fee to drivers in order to solve the problem of lacking of drivers last year. As for canning location, choose the place near Walmart or other supermarket with large crowd flow.
- Through organizing events. Inviting guest speaking, or creating a chance networking with recruiters with a ticket of 10 dollars. (Hard to attract people, but high return)
- Through bake sale or merchandise sale on certain holiday. Bake sale has strength of having lower cost of materials than other events. We can bake cookie on ourselves and sell it in HUB or downtown area. Merchandise sale including advocating everyone (especially seniors) donate stuff that are useless for them, maybe the clothes they do not want to wear anymore or some books, etc. Then, we can sell these products and raise money for THON.
- Through setting up donation box (donation box can be set up along with other events)

Finance

APICS is a Smeal organization. We do receive grants and money from The Smeal College of Business. As of recently, our club balance at the HUB is roughly \$1,200. We do not utilize the Smeal Allocation Board, but it is a good resource to utilize should we do field trips and visits in the future. In addition, UPAC (University Park Allocation Committee) is the other resource that most student organizations get funding from. One

of the categories of types of funding they sponsor is supplies. The challenges we currently face are not the fact that we do not have money to hold regular events, but the fact that we do not have solid memberships to hold these events for. The Washington DC conference will be most likely offering free admittance to students. Our advisors and us envisioned that the students can collectively be at the conference by car, and either the APICS Mid-Atlantic Chapter or the students themselves could cover the hotel cost.

Lastly, as for collecting dues, there should not be a need to collect dues. We should have enough funds to hold general body meetings, but should we start CPIM review sessions in the future (and we purchase the tutorial videos or study material), then there could be a need for due collections.