

ACFPC Presidential Agenda

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ACF Pittsburgh Chapter

Authored by: Chef Christopher A. Galarza



Contents

Executive Summary.....	3
The Goal.....	4
Financials:	5
Communication Roadmap:.....	7
Social Media:.....	9
Membership Growth & Engagement:	11
Restarting the ACF Apprenticeship Program.....	13
Targeting The Next Generation	15
Engaging Established Chefs	17
Proposed Timeline of Events	19

Executive Summary

The American Culinary Federation Pittsburgh Chapter, renowned for its historic leadership within the ACF, proudly stood as the 2022 Chapter of the Year. Despite this esteemed legacy, the chapter faces unprecedented financial challenges and dwindling membership. Once boasting hundreds of members under past leadership, the current count barely surpasses 100, with recent figures reported at 98. This decline poses a critical threat to our chapter's sustainability.

While our history remains illustrious, it's evident that bold, innovative action is imperative for the survival of not only our local chapter but also the broader ACF community. Our chapter has left an indelible mark on our organization, producing more national presidents than any other chapter. Yet, the present reality demands immediate attention and does not allow us the luxury of resting on our laurels. We must acknowledge the urgency of this situation and pivot towards a transformative approach, leveraging our rich history to inspire robust and pioneering strategies that will reinvigorate membership and ensure the continued leadership of the ACF.

To uphold our legacy and navigate the current challenges, we must embrace innovation and initiate comprehensive reforms. Revamping our outreach strategies, forging strategic alliances with industry partners, leveraging technology to modernize engagement, and creating tailored programs for both seasoned chefs and emerging talents will be pivotal. By embracing change and adapting swiftly, we can preserve our legacy while charting a new course towards sustainable growth, ensuring the American Culinary Federation Pittsburgh Chapter remains a beacon of excellence within the ACF.

Signed,

Chef Christopher A. Galarza



Chef Christopher A. Galarza
President, ACF Pittsburgh Chapter

The Goal

The primary goal in this context is the revitalization of the American Culinary Federation (ACF) Pittsburgh Chapter. It involves stabilizing the chapter's financial situation and significantly increasing membership levels, which have declined significantly in recent years. This goal is critical for the chapter's survival and continued relevance within the ACF.

The objective isn't solely about boosting numbers but also ensuring the sustainability and vibrancy of the chapter. It entails creating an environment where chefs—both seasoned professionals and budding talents—feel compelled to join, participate actively, and contribute to the community. Additionally, the goal is to redefine success by implementing innovative approaches that go beyond traditional methods, acknowledging that the chapter's historical successes need to be matched with contemporary strategies.

This goal aligns with the broader objective of maintaining the Pittsburgh Chapter's legacy as a trailblazer within the ACF. It seeks not just to survive but to thrive, ensuring the chapter remains a cornerstone of leadership within the ACF while embracing fresh, forward-thinking initiatives. The comprehensive plan also includes restarting the apprenticeship program, aimed at fostering emerging talents, providing hands-on learning experiences, and nurturing future culinary leaders. In tandem, the plan outlines the creation of the Pittsburgh Culinary Foundation, a dedicated entity to house and sustain this pivotal educational initiative. This foundation will serve as a beacon for culinary education, ensuring the legacy of culinary excellence endures while propelling the chapter into a new era of growth, relevance, and impact within the culinary community.

Strategies

Financials:

In response to the pressing financial challenges faced by the ACF Pittsburgh Chapter, a strategic overhaul has been devised to fortify our fiscal foundation. This comprehensive approach focuses on reorganizing investments, revamping fundraising methodologies, implementing stringent budgetary measures, and optimizing operational efficiency. By restructuring our financial framework and instilling prudent fiscal practices, we aim to ensure sustainable growth while upholding our commitment to supporting culinary education and advancement within our community.

Reorganizing Investments:

- Transitioning investments from Vanguard to Premier allows for a more tailored approach, maximizing returns while mitigating risks. – This is already in motion.

Segregating Funds:

- Separating general investments and scholarship funds ensures clear delineation and prevents overlap or misuse of designated funds, enhancing transparency and accountability.

Fundraising Reconfiguration:

- Transforming one of the scholarship fundraising events into an operational fundraising event diversifies income sources, providing sustained financial support beyond scholarships.

Budget Implementation:

- Establishing a comprehensive budget and adhering to it is crucial. This includes allocating funds for operations, events, marketing, and scholarships.
- Mandating a budget within the bylaws for future presidents ensures fiscal responsibility across successive administrations.

Office Streamlining:

- Eliminating the physical office space and transitioning to an online format for board meetings significantly reduces monthly expenses.

Additional Measures:

- While working to expand sponsorships and partnerships with local businesses or culinary establishments for events, securing both financial support and increased visibility its important to give them a reason to support us.
- Explore grant opportunities or collaborations with industry-related organizations to secure additional funding and expand outreach and support we can give to chefs.
- Implement cost-saving measures in event planning, such as negotiating favorable rates for venues or collaborating with vendors for in-kind contributions.
- Once the framework for our financial viability is set I'd like to create a culinary almoners fund to help members in need. Once membership is stable the second fundraising event can serve to fill the coffers on this future endeavor.
- Explore the possibility of creating culinary bash or equivalent event where the public can join and introduce the ACF into the public sphere.
- Open up select events to the general public and include them in our activities and fundraisers.
- Once support of the general public is established use this as an opportunity to work with more sponsors in hopes to sell their products to our network. Leverage these partnerships to create sponsored discount codes to help fund ACFPC operations.

By implementing these strategies, the ACF Pittsburgh Chapter will hope to stabilize its financial standing, ensuring responsible allocation of resources, increased revenue streams, and reduced operational costs while maintaining its commitment to supporting culinary education and excellence within the community writ large.

Communication Roadmap:

Communication is the lifeblood of our chapter, fostering transparency, engagement, and unity within our vibrant culinary community. With a steadfast commitment to openness and collaboration, our strategy revolves around enhancing dialogue, sharing information, and empowering every member to actively shape our shared journey. Through structured communication channels, transparent governance, and a culture of inclusivity, we aim to fortify connections and amplify the collective voice within the ACF Pittsburgh Chapter.

Appointment of Communications Director:

- Role Description: Establish the position of Communications Director responsible for managing the chapter's website, overseeing communications channels, and driving social media strategies. – Outgoing board member Jill Kummer has volunteered to take this position and will be appointed in the new year.
- The ACFPC will pay for the communications director's registration for the national convention as payment for their work. This position will report to the monthly board meetings and have board oversight.

Bylaws Integration:

- Incorporate a roadmap into the bylaws, outlining a structured plan for future officers and board members to follow, ensuring continuity and consistency moving forward.

Post Presidential Strategy:

- Create a precedent for future presidents by publishing and maintain past presidential strategies archive online as a reference for future leaders, providing insights and continuity in the chapter's direction.

Regular Updates and Newsletters:

- Monthly Newsletter: Re-launch a monthly newsletter highlighting chapter updates, events, member achievements, and relevant industry news.
- Presidential Strategy Updates: Include periodic updates on the presidential strategy in the newsletter to keep members informed about the chapter's direction.

Committee Engagement and Transparency:

- Committee Formation: Establish committees focusing on key areas (events, membership, education, etc.) and communicate their roles and objectives to the membership.
- Community engagement – Put together a committee to research communities that the ACFPC can belong to and create messaging for. This will help us establish the ACF as trusted culinary leaders and influencers within the public.

- Transparency in Finances: Share the budget, financial reports, and tax filings on the chapter's website to maintain transparency, as commonly practiced among non-profits.

Enhanced Transparency:

- Board Meeting Minutes: Post board meeting minutes on the ACF Pittsburgh Chapter website to keep members informed about decisions and discussions.
- Membership Communication Line: Establish a clear communication channel (email, forum, etc.) for members to share ideas, concerns, and influence the chapter's agenda. This might be possible to do within the ACF Chef's Table Forum.

Cultivating Community Engagement:

- Inclusive Decision-Making: Foster a culture of openness and inclusivity, encouraging members to participate in shaping the chapter's direction and events.
- Interactive Platforms: Utilize social media, forums, or dedicated platforms to engage members actively, encouraging discussions, and facilitating networking.

Additional Strategies for Improvement:

- Implement surveys or feedback forms to gather input from members about their preferences, needs, and suggestions.
- Host regular town hall meetings or virtual forums to provide a platform for direct interaction between members and leadership.
- Ensure prompt responses to member inquiries or feedback, emphasizing responsiveness and attentiveness.
- Move all voting, surveys, and feedback to an online forum for ease of use and access. (this will be updated in the proposed by-laws)
- Establish system for sending hard letters out to members who need them as well as serve as a vehicle for congratulating and celebrating members who join or have a career achievement. The letters will be printed on high quality paper and should be something that when received will be cherished.
- Create a place on the newsletter for prominent members and past presidents to give feedback and thoughts to the chapter. These sections will be released quarterly.
- Establish a way to record our history such as a video interview with older members who witnessed the history of our chapter and the ACF national unfold.

By incorporating these communication strategies, the ACF Pittsburgh Chapter can enhance transparency, engagement, and collaboration among its members, ensuring a dynamic and responsive organization that caters to the evolving needs and aspirations of its culinary community.

Social Media:

In an era driven by connectivity and digital engagement, our commitment to fostering a vibrant and inclusive community extends to the online realm. Leveraging the power of social media platforms, we aim to amplify the collective voice of the ACF Pittsburgh Chapter while celebrating the remarkable accomplishments and contributions of our members. Through strategic utilization of hashtags, engaging content, and real-time celebration, our goal is to create an interactive space that not only informs but also celebrates the diverse talents and achievements within our culinary community.

Social Media Integration:

- Platforms and Content: Maintain active and engaging profiles on platforms like Instagram, Facebook, Twitter, and LinkedIn, sharing updates, event highlights, member spotlights, and industry news.
- Consistent Posting: Regularly post relevant content, including photos, videos, and articles, to keep members informed and engaged.

Real-Time Member Celebration:

- Hashtag Campaign: Introduce a dedicated hashtag, such as #WeAreChefs | #ACFChefSpotlight | #ACFChefs to celebrate and highlight members' achievements in real-time.
- Encourage Participation: Encourage members to use the hashtag when sharing their accomplishments, experiences, or insights in the culinary world.

Engagement Activities:

- Interactive Posts: Share polls, quizzes, or challenges related to culinary trends, recipes, or industry trivia to encourage member participation.
- Live Sessions: Host live meetings via Facebook live. This is something we already do and hope to continue.

Amplifying Member Contributions:

- Member Spotlights: Regularly feature individual members, their stories, accomplishments, and contributions to the culinary community, showcasing the diversity and talent within the chapter. The spotlighted member will then nominate another peer to be spotlighted.
- Engage with Content: Actively engage with member-generated content by commenting, sharing, or reposting, fostering a sense of community and recognition.

Collaborative Campaigns:

- Collaborations and Partnerships: Collaborate with local businesses, chefs, or culinary influencers on social media campaigns, events, or giveaways to expand reach and engagement.
- Work with schools to help establish our Social Media roadmap & find students willing to help.

Evaluation and Adaptation:

- Regularly analyze social media metrics to understand audience engagement, popular content, and areas for improvement. Adapt strategies based on these insights to maximize impact.

By integrating social media into the communication strategy, using a dedicated hashtag for real-time member celebration, and fostering an interactive and engaging online community, the ACF Pittsburgh Chapter can effectively connect with its members, celebrate their achievements, and amplify the diverse voices and talents within the culinary industry.

Membership Growth & Engagement:

The membership growth and engagement strategy for the ACF Pittsburgh Chapter involves multifaceted approaches to attract, retain, and actively engage chefs at different stages of their careers, creating a vibrant and supportive community.

Targeted Marketing Campaign:

- Utilize diverse communication channels, including social media platforms, industry publications, and local culinary events, to reach a broader audience.
- Highlight exclusive networking opportunities, professional development resources, and member perks to attract both aspiring and established chefs.

Diverse Event Planning:

- Organize a mix of events catering to various interests and career levels, such as workshops, cooking demonstrations, tasting sessions, and culinary competitions.
- Create networking mixers and forums that facilitate meaningful connections and knowledge-sharing among members.
- Work with members to determine who they would like to meet and learn from and work within our budget to bring in a guest chef to conduct a meeting ensuring high turnout.

Exclusive Membership Benefits:

- Offer tangible incentives like discounts on culinary workshops, access to industry events, and specialized training programs.

Engagement through Education:

- Host educational meetings with panels & speaker sessions focusing on emerging trends, culinary techniques, and business acumen within the industry.
- Collaborate with local culinary schools to provide workshops or talks that bridge the gap between education and industry demands.

Promoting ACF Certifications:

- Encouraging Participation: Actively promote and support ACF certifications among our members, encouraging them to pursue certifications relevant to their expertise and career goals.
- Facilitating Certification Programs: Collaborate with local culinary schools or training institutions to host certification classes or workshops within the Pittsburgh area.
- Recognition and Support: Acknowledge and celebrate members who achieve certifications, highlighting their accomplishments within the chapter and the broader culinary community.

Sanctioned Competitions:

- Introducing Sanctioned Events: Initiate and host ACF-sanctioned competitions or culinary events within the Pittsburgh Chapter, providing a platform for members to showcase their skills and creativity.
- Collaborative Efforts: Partner with local businesses, restaurants, or culinary institutions to organize and sponsor these competitions, fostering a vibrant culinary culture within the city.
- Networking and Learning Opportunities: These events not only promote healthy competition but also offer valuable networking opportunities and learning experiences for participants.

Creating Pathways to Excellence:

- Professional Development: Position these certifications and competitions as pathways for professional growth, encouraging continuous learning and skill enhancement among members.
- Elevating Culinary Standards: By promoting certifications and competitions, the chapter contributes to elevating the standards of culinary excellence within the Pittsburgh culinary community.

Encouraging Participation and Engagement:

- Communication and Promotion: Integrate information about certifications and competitions into the chapter's communications, newsletters, and events calendar to encourage active participation.

Feedback and Continuous Improvement:

- Regularly seek input from members via surveys, focus groups, or suggestion boxes to gauge satisfaction and identify areas for enhancement.
- Use feedback to adapt and evolve engagement strategies, ensuring they remain relevant and responsive to members' needs.

This comprehensive approach to membership growth and engagement aims to create a compelling value proposition for both new and existing members. By offering a diverse array of events, fostering mentorship and support, providing exclusive benefits, and continually refining strategies based on member feedback, the ACF Pittsburgh Chapter can build a thriving community that attracts and retains chefs across all career stages.

Restarting the ACF Apprenticeship Program

Collaboration with ACF National and Chef Art Inzinga:

- Partnership with ACF National: Collaborate closely with ACF National to align the apprenticeship program with their standards and guidelines, ensuring certification and accreditation.
- CCAC as Initial Hub: Partner with Chef Art Inzinga and Community College of Allegheny County (CCAC) to establish it as the initial hub for apprenticeship opportunities until additional schools come online, leveraging their facilities and resources.

Recruitment Strategies:

- High School Outreach: Initiate recruitment drives at local high schools, career fairs, and vocational institutions to attract aspiring culinary talents to the apprenticeship program.
- Partnership Expansion: Establish partnerships with educational institutions, including culinary schools and colleges, to broaden the reach of apprenticeship opportunities.

Promotion and Monitoring:

- Strategic Partnerships: Forge alliances with professional associations like Club Managers Association of America (CMAA) and Pennsylvania Restaurant Lodging Association (PRLA) to promote, monitor, and expand the apprenticeship program.
- Media Outreach: Collaborate with local and national food writers, leveraging their platforms to raise awareness and promote the apprenticeship program.

Mentorship Pool Establishment:

- Establish Mentor Chef Network: Develop a pool of mentor chefs from various culinary backgrounds, including private clubs, golf clubs, and fine dining establishments, to provide guidance and training to apprentices.
- Chapter Engagement: Integrate apprenticeship updates and success stories within chapter meetings, newsletters, and events, encouraging member involvement and support.

Pittsburgh Culinary Foundation and Financial Support:

- Foundation Establishment: Establish the Pittsburgh Culinary Foundation as a dedicated 501c3 entity to house and sustain the apprenticeship program, actively seeking grants and funding to ensure its growth and scalability. This will also help fund the culinary almoners fund to support our members.
- Corporate Partnerships: Seek corporate partnerships and sponsorships from culinary-related companies interested in supporting workforce development and nurturing culinary talent.

Additional Strategies:

- Inclusive Approach: Ensure inclusivity and diversity in apprentice recruitment and mentorship, fostering an environment that embraces individuals from various backgrounds.
- Continuous Evaluation: Implement a system to regularly evaluate the program's effectiveness, making adjustments to curriculum and structure based on feedback and industry advancements.

By implementing these comprehensive strategies, the ACF Pittsburgh Chapter aims to reignite the apprenticeship program, establishing it as a premier platform for culinary education and hands-on training while fostering industry partnerships, financial sustainability, and mentorship for future culinary leaders.

Targeting The Next Generation

As the culinary landscape evolves, the ACF Pittsburgh Chapter needs to embrace the vibrant energy and fresh perspectives of aspiring chefs and culinary students. Recognizing the pivotal role of the next generation in shaping the culinary industry's future, our chapter is dedicated to fostering a welcoming environment that actively engages and supports these emerging talents. Through strategic partnerships with local culinary institutions, innovative educational initiatives, and targeted outreach efforts, we aim to not only attract and empower young chefs and students but also seamlessly integrate their aspirations and insights into our broader community. This section outlines our proactive strategies to connect, mentor, and inspire the future leaders of the culinary world, aligning with our overarching goals of growth, communication, and inclusivity.

Partnering with Culinary Schools:

- Collaborative Workshops and Seminars: Forge partnerships with local culinary schools to organize joint workshops or seminars hosted by established chefs from the chapter. Highlight these events through the communication channels (newsletters, social media) to engage both students and members.
- Educational Outreach in Events: Integrate sessions specifically designed for students or newcomers during chapter events or seminars. Incorporate these educational opportunities into the broader communication strategy to encourage attendance and participation.

Scholarship Programs and Awards:

- Scholarship Promotion: Highlight scholarship opportunities through targeted communication channels. Feature past scholarship recipients in newsletters and social media to inspire younger chefs and students to participate.
- New Awards: - ACFPC will create new awards for Highschool Culinarian of the Year & Apprentice of the year. These awards will be given out at the annual awards gala. We will work with our partners in the Pittsburgh school district and the ProStart program to find qualified highschool culinarians within our region.
- Connect with Committees: Involve student representatives or a student committee within the chapter to gather insights and preferences, enhancing engagement and ensuring their voices are heard. – Provide students with a certificate for their portfolio.

Engaging Younger Members:

- Youth-Centric Social Media Content: Tailor social media content to resonate with younger chefs and students. Share insights, tips, and stories that appeal to this demographic while also promoting educational and networking opportunities.

Collaborative Efforts:

- Events and Competitions: Introduce student-focused events or culinary competitions sanctioned by the ACF, aiming to attract participation from culinary schools. Connect these events to broader promotional efforts, encouraging engagement and visibility.
- Mentorship Programs: Create mentorship programs that pair students with experienced chefs. Use communication channels to promote these programs and highlight success stories.

Holistic Integration:

- Communication Synergy: Integrate information about student-focused initiatives, workshops, and educational opportunities into the broader communication strategy. This ensures consistent messaging and maximizes reach.
- Cross-Committee Collaboration: Encourage collaboration between committees, linking the targeting of younger chefs and students with initiatives in growth, communications, and event planning. This facilitates a more holistic approach to engagement.

Create an ACF Pittsburgh App:

- Youth-Centric Interface: Put together an exploratory committee to cost out and design an intuitive, user-friendly app interface catering to the preferences and habits of younger chefs and students. Ensure ease of navigation and visually appealing content to encourage usage.
- Membership Sign-Up Simplification: Implement a streamlined membership sign-up process within the app, making it convenient for newcomers to join the chapter and access membership benefits directly from their smartphones.
- Event Registration and Notifications: Enable users to easily register for meetings, workshops, or sanctioned competitions through the app. Push notifications can remind members of upcoming events, ensuring higher attendance rates.
- Latest Updates and News: Provide a dedicated section for real-time updates, news, and announcements related to ACF Pittsburgh, including member achievements, event highlights, and industry insights. This feature should integrate with our social media.

By implementing these targeted strategies for engaging younger chefs and students, the ACF Pittsburgh Chapter aims to bridge the generational gap, fostering a diverse and inclusive culinary community. By intertwining these efforts with the broader communication, growth, and engagement strategies, the chapter ensures a comprehensive and synergistic approach that maximizes impact and participation across all member demographics.

Engaging Established Chefs

In recognizing the invaluable expertise and leadership of our established culinary professionals, the ACF Pittsburgh Chapter is committed to providing tailored opportunities that celebrate their achievements and facilitate continuous growth. This section delves into strategies meticulously crafted to engage these seasoned professionals, aligning their experiences and insights with the chapter's vision. Through specialized workshops, networking initiatives, and dedicated recognition programs, we endeavor to honor their contributions while fostering an environment conducive to ongoing learning, mentorship, and collaborative excellence within our culinary community.

Recognition and Appreciation:

- Award Ceremonies: Tie the already established events into the communication strategy, promoting them through newsletters and social media to maximize visibility and attendance.
- Spotlight Features: Regularly feature established chefs in the monthly newsletter or on social media, sharing their expertise, success stories, and insights. Integrate this content into the broader communication strategy to highlight the value of their involvement.

Specialized Workshops and Events:

- Tailored Workshops: Organize advanced workshops or meetings focusing on current culinary trends or specialized cuisines. Promote these events through the app, website, and newsletters, ensuring targeted communication to established chefs.
- Cross-Promotion: Collaborate with local businesses or sponsors to support these events and create a buzz within the culinary community. Link these partnerships with the growth strategy to foster mutually beneficial relationships.
- Branching out – We will organize meetings within catering establishments, hospitals, non-fine dining establishments, and other types of non-traditional foodservice establishments in order to cultivate a more diverse culinary community.

Mentorship and Networking:

- Mentorship Programs: Offer mentorship opportunities where established chefs can share their expertise with aspiring chefs or newer professionals. Highlight these programs in the app and through targeted communications to encourage participation.

Integration with Established Strategies:

- Communication Alignment: Ensure that communications regarding specialized workshops, awards, or networking events targeting established chefs are seamlessly integrated into the broader communication strategy. This creates cohesion and ensures all members receive relevant information.

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- Committee Collaboration: Engage established chefs in committees or leadership roles, leveraging their experience and insights to shape the chapter's direction. Connect this initiative with the growth strategy to enhance leadership diversity.
 - Chapter Collaborations –We'll collaborate with other chapters to host larger-scale meetings, particularly when inviting renowned talent with substantial followings and recognition. The costs for these events will be covered through ticket sales, leveraging the larger audience to offset expenses.

Feedback and Continuous Engagement:

- Feedback Mechanisms: Create avenues for feedback from established chefs to understand their needs, preferences, and suggestions for improving engagement within the chapter.
- Continuous Involvement: Encourage their continued involvement in mentoring, sharing industry updates, or participating in panel discussions. Align these efforts with the engagement strategy to foster a sense of belonging and active participation.

Engaging established chefs involves a tailored approach that recognizes their expertise, fosters growth opportunities, and encourages ongoing involvement. By integrating targeted events, recognition programs, and networking opportunities into the broader strategies, the ACF Pittsburgh Chapter can ensure the active participation and continued contributions of its esteemed members within the culinary community.

Proposed Timeline of Events

In spearheading the revitalization efforts for the ACF Pittsburgh Chapter, the focus of the initial two-year plan aligns with the tenure of my position. This strategic roadmap for the first two years encompasses a comprehensive implementation strategy designed to reinvigorate our chapter, leveraging innovative communication, engagement initiatives, and technological advancements. Should I choose to run for another term or should the membership elect choose to re-elect me for an additional tenure, the subsequent two-year post-implementation plan is crafted to solidify the groundwork laid in the initial phase. This subsequent plan aims to build upon the established framework, ensuring sustained growth, continual refinement, and the enduring success of the chapter's revitalization efforts in the years to come.

Initial 2-Year Implementation Timeline:

Months 1-3: Foundation Establishment

- Month 1: Appoint a communications director, establish communication channels, and begin planning communication strategies. Also create an exploratory committee for the proposed App. Conclude the month with an updated bylaws.
- Month 2: Initiate partnerships with culinary schools and businesses for future collaborations.
- Month 3: If found fruitful and fiscally responsible commence the development of the ACF Pittsburgh app, outline functionalities, and start the design process. Vote on bylaws.

Months 4-9: Growth and Engagement Initiatives

- Month 4: Launch revamped communication strategies, including the monthly newsletter, and initiate the hashtag campaign for member celebration.
- Months 7-9: Commence workshops and specialized events for established chefs, encouraging mentorship and networking.

Months 10-15: Technology Integration and Youth Engagement

- Months 10-12: Beta testing and refining of the ACF Pittsburgh app; prepare for launch.
- Months 13-15: Launch the app; begin targeted campaigns to engage younger chefs and students through social media and app promotion.
- Months 16-18: Host the first ACF-sanctioned competition within the chapter to promote engagement and recognition. Additionally host first ACF certification within our jurisdiction.

Months 16-24: Continual Refinement and Evaluation

- Months 19-24: Gather feedback from members regarding app usage, continue promoting certification programs, and evaluate the effectiveness of strategies across all initiatives. Make necessary adjustments based on feedback and metrics.

Post-Implementation 2-Year Timeline:

Months 25-30: Enhanced Communication and Sustained Engagement

- Months 25-27: Continue refining communication strategies based on the feedback received; reinforce the culture of openness and community.
- Months 28-30: Organize specialized workshops and advanced events, expanding offerings based on established chefs' preferences.

Months 31-36: Growth and Expansion

- Months 31-33: Evaluate the impact of the app and engagement strategies on membership growth; seek new partnerships to expand offerings and financial stability.
- Months 34-36: Host larger-scale competitions or collaborative events with other chapters becoming a hub for engagement within the ACF, further cementing the chapter's position as a leader in the culinary community.

Months 37-48: Sustainability and Innovation

- Months 37-42: Institutionalize successful strategies into the chapter's culture and processes; emphasize sustainability in budget planning and communication practices.
- Months 43-48: Innovate continuously, exploring emerging technologies, and evolving communication methods to adapt to changing member needs and technological advancements.

This timeline accounts for phased implementation, gradual growth, and continual evaluation to ensure the sustained success of initiatives within the ACF Pittsburgh Chapter, both in the immediate term and in the years following the initial execution. This timeline is subject to change based on membership and board feedback.



2024-2026 term