



# 2022-2025 STRATEGIC PLAN

Three-Year Vision: Building an energized, diverse community where A/E/C professionals advance their careers and position their firms for success.

## MEASUREMENTS

### PLAN FOUNDATION

1. **Infrastructure:** Create or improve/document systems and structures—for each committee—to increase engagement, opportunity, and efficiency and improve the volunteer experience. [Karen/Robert & each committee | 7/22-9/22]
2. **Approach:** Create experiences that attract a diverse audience and create “aha” moments (strategic, innovative, relevant, inspiring content aligned with domains). [Rachel/Kelly]
3. **Engagement:** Improve engagement through event participation, members volunteering, and online engagement. [Nicollette/Jaclyn]
4. **Member Experience:** Improve the value perception of membership by communicating and celebrating our programs, people and places in an attractive, engaging manner. [Debby B./John]

[Overall plan champion: Tracy]

Quantitative	Target metric	2022-2023	2023-2024	2024-2025
<b>Infrastructure</b>				
Percentage of committees with documented role/responsibilities	100% fully documented, have champions, roadmap	baseline description - roles & responsibilities, have champions	enhanced descriptions of roles & responsibilities, and roadmap	final/fully documented
<b>Approach</b>				
Average event attendance	average 35% of members attending events	25% of members	30%	35%
High scores results after events and programs (scale of 1-5)	Average satisfaction score 4 or above	4	4	4
# of “future members” attending events (new firms & faces)	% of guests in attendance	16%	17%	18%
<b>Engagement</b>				
% of members volunteering	current 44%, meet or exceed 50%	45%	50%	50%
Engagement rate on LinkedIn	target 25%	20%	22%	25%
<b>Member Experience</b>				
Net Promoter Score	<i>Working on how to gather data</i>	30	30	30