

PMPA's 2018 Strategic Plan

| Vision: To be the Premier Association that enables our members to adapt and thrive while advocating for the success of our industry. | | | | |
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| Mission: Provide information, resources, advocacy, and networking opportunities that advance our members. | | | | |
| Goals: (3-5 Years) | Workforce Development (1/18/14) | <i>Drive Advocacy and Regulatory Awareness Efforts</i> (1/18/14) | Provide Technical Leadership (1/18/14) | Operational Priorities (1/18/14) |
| Objectives: (1-2 Years) | <ul style="list-style-type: none"> • Develop NextGen Program • Establish Apprenticeships and Training • Expand Outreach Activities | <ul style="list-style-type: none"> • Enhance PAC participation and educate members • Provide members means to engage community and elected officials • Maintain our vigilance as regulatory resource to members | <ul style="list-style-type: none"> • Investigate & Communicate emerging technologies. • Expand technical support to members • Develop member technical knowledge through electronic means and conference programming. | <ul style="list-style-type: none"> • Implement a Total Chapter Participation Plan • Membership Development/Prospecting • Membership Retention • Emphasis on Positive Cash Flow • Develop Women of PMPA |
| Key Tasks Supporting Objectives: (1 year) | <ol style="list-style-type: none"> 1. Next Gen: Formalize leadership structure, grow the program, and provide relevant programming. 2. A&T: Develop apprenticeship intermediating resources (and build awareness), and develop training resources for members. 3. Identify and engage multiple audiences with outreach efforts. | <ol style="list-style-type: none"> 1. Schedule solicitations to increase PAC funds. 2. Review agency regulatory agendas. 3. Comment on impactful regulatory proposals. 4. Continue collaboration with other groups to maximize impact. | <ol style="list-style-type: none"> 1. Use multiple channels to disseminate information to various audiences. 2. Report on 'over the horizon' industry impact issues for members. | <ol style="list-style-type: none"> 1. Continue to improve upon new member on-boarding process 2. Develop and implement the next membership planning phase 3. Continue to develop new sponsorship and partnership opportunities (non-dues revenue) 4. Formalize and grow the Women of PMPA program 5. Communicate member value through testimonials |