

# Strategic Action Plan



## Engage:

**Engage with our members to build relationships and mutual understanding.**

- Foster connections with and among our members.
- Deepen our understanding of member needs.
- Raise awareness of our services and resources.



## Empower:

**Empower our members to maximize their impact and do their best work.**

- Provide innovative development opportunities.
- Serve as a partner to overcome challenges.
- Cultivate strong partnerships for shared success.



## Evolve:

**Evolve our organization to thrive in a dynamic future.**

- Review and revise our organizational framework.
- Create a sustainable financial management strategy.
- Refine services to support emerging member needs.

