

2018-2021

STRATEGIC INITIATIVES

MOVING PROFESSIONALS FORWARD

Associations North looks forward to exploring new initiatives to elevate the member experience, better serve the association community, and continue to find ways to connect, educate and develop association professionals.

As a result of the strategic planning process with feedback from members, staff and leadership, the 2018-2021 plan recommends focusing on these strategic areas of opportunity:

1

CREATE NEW OR ENHANCE CURRENT REVENUE STREAMS

Identify member pain points and challenges for potential new business solution offerings, partnerships, enhanced member benefits, and expert services.

2

GROW MEMBERSHIP & ENGAGEMENT

Research and implement enhanced membership structure for value and relevancy. Create engagement plan for members and develop non-member markets.

3

INVEST IN INNOVATIVE, IN-DEPTH, QUALITY EDUCATIONAL PROGRAMMING

Re-imagine and create strategic plan for Annual Meeting & Expo to further develop as the premier conference for members. Develop three-year calendar to provide high-quality, relevant education. Establish new mechanisms to share member and industry knowledge.