

## **2013-2018 SILA Strategic Plan**

### **Creating Culture:**

- ◆ Work toward SILA's future vision and value proposition
- ◆ Continue to update SILA's Objectives and Core Values
- ◆ Continue to update measurements to assure programs and processes support values
- ◆ Identify and execute upon organizational strengths and opportunities
- ◆ Update Strategic Plan annually

### **Membership Growth:**

- ◆ Continue to have a net increase in total membership (3% for 2013)
- ◆ Grow attendance in SILA Chapters to include 'virtual' chapters
- ◆ Review and act on opportunities to acquire and/or merge with like organizations
- ◆ Study other types of membership opportunities: Vendor, corporate membership levels
- ◆ Review opportunities to work with, promote and be promoted by other industry organizations

### **Membership Services:**

- ◆ Develop member needs assessment processes to assure high levels of satisfaction and engagement
- ◆ Use state of the art tools to provide the most accurate and timely industry information
- ◆ Expand opportunities of personal and professional growth through SILA products and services
- ◆ Maintain the SILA volunteer, speaker and subject matter expert registry
- ◆ Expand networking capabilities through additional sub-committees, work groups and expanded roles with NIPR, Vendors, and State/Federal Regulatory study groups
- ◆ Continue to expand curriculum subjects
- ◆ Develop a 5-year roadmap

### **Financial Stability:**

- ◆ Continue to recruit financial experts for the Finance Committee to plan recommend and implement long-term financial strategies as approved by the Board
- ◆ Update accountability benchmarks and measurements: internal policies, risk assessment, budget/expense monitoring, external audit schedule, Policy & Procedure Manual
- ◆ Continue to work toward a financial reserve with budgeted deposit to attain an amount of \$250,000 (\$50,000/year) by year end 2015 and maintain a 3-year forward budget blueprint
- ◆ Continue to gain support and grow the current SILA Sponsorship program and seek new innovative ways to increase income

- ◆ Assure that all corporate assets - physical and intellectual properties – are secure and protected (e.g., trademarks, offsite file backup, etc.)

**Organizational Stability:**

- ◆ Continue to develop and maintain governance processes with annual review of the Corporation's Bylaws, Policies and Operations Handbook
- ◆ Establish a leadership succession and develop plans for officers, directors, committee chair and staff
- ◆ Create an inclusive process to recruit and develop needed talent from the membership
- ◆ Continue accountability of all officers, directors, chair and staff by setting annual objectives, programs, processes and measure success

**Outreach Initiative: THE SILA FOUNDATION**

- ◆ Continue to bring awareness of the SILA Foundation to SILA members
- ◆ Endorse and support the SILA Foundation as determined by the SILA, Inc. Board

**Joint Study Group**

- ◆ Create recommendations for the future of SILA, Inc. and the SILA Foundation