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