# AAGM Strategic Plan 2024-2029

**Mission:** We connect, develop, and advocate for the multifamily industry through education and collaboration.

**Vision:** The trusted resource in the multifamily industry for the Greater Memphis area.

**Goal:** Engaged membership.

- Increased attendance in education by 5% each year
- Increased participation of all members by 5% each year

| EDUCATION | ADVOCACY | COMMUNICATIONS |
|---|---|---|
| Assess value of classes offered and collect data to determine future offerings. | Increase member knowledge of local government and their responsibilities. | Improve communication of member value through testimonials and improve social media outreach |
| Increase participation by adapting timing/formatting of educational offerings to accommodate our members' limited availability. | Increase understanding and participation in government affairs, including awareness of PAC and it's important to donate. | Explore alternative communication platforms to boost member participation |
| Develop an Education Partner sponsorship program to help reduce expenses for members with limited budgets. | Collaborate with likeminded organizations to create a network of resources for the government affairs committee. | Create a board and committee structure that will allow our association to continue to grow and achieve our long-term goals. |