

# Associations West Strategic Alignment Map



**WHY:** Guiding Principles  
Based on Prior Plans

Provide Member Value

Trusted Source to Expand Thinking and Avoid Blind Spots

Build Future Leaders

Maintain Economic Stability

Adapt to increased competition & disruption



**HOW:** Practical Vision  
What will be in place as a result of our actions?

Engaging Peer Connections

Vibrant Western Community

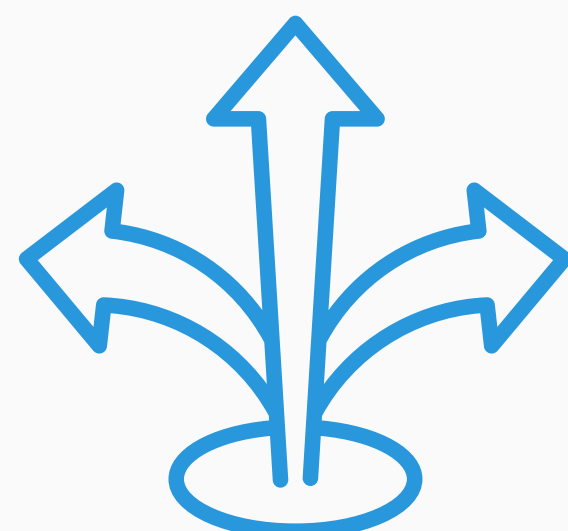
Inclusive Equitable Access

Remarkable New Member Experience

Scaling Internal Capacity

Dynamic Learning Opportunities

Leading Bold Innovation



**HOW:** Strategic Directions  
What innovative substantial actions will overcome the identified blocks to achieve our Vision?

Connecting & Empowering Community

Fueling Sustainable Growth

Launching Innovative Solutions



**WHAT:** First Year Accomplishments (Goals) Quantitative

QuarterlyOnline Town Halls

Roll out NPS [NOVI]

NEVADA Analysis, Goals, Plan for Year

Increase Premier Partner Revenue 15%

Develop Innovation Process

Identify Innovation Priorities for: **Membership**

Craft Remarkable New Member Experience

Event Data Deeper Dive - WHY not returning?

New Brand Implementation

Hire Part-time staff in September

Assess Success of Innovation at Events

Identify Innovation Priorities for: **Marketing**

Develop SIG Plan

Peer Facilitated Couch Chats

Meet/Exceed Membership Renewal Goals

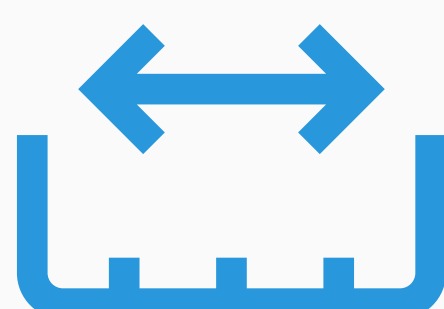
Create Plan to reach full revenues goals (6 mos. operating)

Identify Priorities for Marketing/ Sponsorship

Identify Innovation Priorities for: **Events**

Explore other Regions for Events

Create "micro volunteer" options



**WHAT:** Measurements  
From Focused Implementation Workshop with Staff

Retention Rate: 86% for Assoc.' 78% IPs

NPS score: 76%

Higher Retention Rate: APs 86%; IPs 73%

Add / retain new membership staff person

Increased attendance and satisfaction

% of hashtags (#) from events

Measure ability to connect from post-event surveys

Meet/ Exceed annual savings goal

From Existing Success Plan

TOTAL Association Members

TOTAL Industry Partner Members

Seasonal Net Profit

?

Volunteer Satisfaction: Net Promoter Score

Member Satisfaction: DEI

Elevate Net Profit

Seasonal= Association Attendance

Seasonal Exhibitor Satisfaction

Assoc. West Budget / Net Profit