

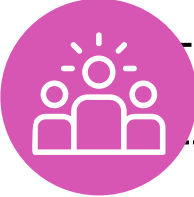
# Strategic Direction 2025-2030

**Vision**  
The trusted resource and advocate for Mississippi's apartment and rental housing communities.



## ADVOCACY

- Protect Fair Practices in the Industry**
- Boost member involvement in government affairs initiatives
  - Connect with legislators who are campaigning for office
  - Work with local municipalities to create an effective system for managing rental registration ordinances.



## MEMBERSHIP

- Enhance Membership**
- Showcase members who are active in the community or demonstrate how they contribute
  - Motivate members to prioritize MAA Associate Members for their needs
  - Assess the necessity for establishing an MAA region in East Central.



## VALUE ALIGNMENT

- Enhance Member Engagement**
- Organize a raffle for early bird renewals, with the winner receiving credit towards the conference
  - Host ribbon-cutting ceremonies to help promote the MAA brand among members
  - Offer discounted event invitations for members who bring guests



## PROFESSIONAL GROWTH

- Increase Competency**
- Include a diverse types of educational offerings
  - Develop a speakers bureau listing
  - Offer Fair Housing Seminars to members



## ORGANIZATIONAL EXCELLENCE

- Boost Non-Dues Revenue**
- Offer a comprehensive package of sponsorships paid upfront for the year
  - Organize a fundraiser for a scholarship that grants a member additional opportunities
  - Collaborate with local colleges to enhance workforce development initiatives