

SACRAMENTO SMPS

2019-20 STRATEGIC GOALS: 1 YEAR, 2 YEAR, 4 YEAR

	1 YEAR	2 YEAR	4 YEAR
MEMBERSHIP	Define and report member engagement metrics. Develop member buddy program	138 Members in 2021 with more seller/does & technical members	80% Level of membership engagement
FINANCIAL	Be profitable	Save \$15,000 for stipends for PRC Sacramento	Continue to build profit and reserves
PROGRAMS	Grow committee participation and diversity of programs	Balance networking and topic value to raise SMPS awareness, PRC Host	Offer premier programs with expanded attendance
EDUCATION	Distribute 2019-2020 calendar of events w/ senior level education topics	Develop event feedback and close-out process	Offer multi-tiered educational tracks
COMMUNICATIONS	Grow and cross train committee members	Define policies and procedures with clear messaging expectations	Be a model for chapter communication excellence, utilize online collaboration tool
LEADERSHIP	Identify pipeline of leaders and communicate opportunities	Constantly elevate members into leadership roles	Offer multi-tiered engagement and participation tracks

