

2022 – 2023 SACRAMENTO STRATEGIC PLAN

SMPS Sacramento 3-Year Strategic Goals

COMMITTEE/ YEAR	YEAR 1 2022/2023 HQ 50th Anniversary Milestone	YEAR 2 2023/2024	YEAR 3 2024/2025 Sacramento 40th Anniversary Milestone
CHAPTER OPERATIONS	Define the opportunities for efficiency and organization	Distribute information to board and committees	Assess operational process, continual improvement.
MEMBERSHIP	Awareness, Engagement and Diversity	Development and expansion	Recognition, Outreach, Transparency, Benchmarking
FINANCIAL	Bill Highway and cost adjustments	Budgeting	Celebrate!
PROGRAMS	In-person networking, joint programming, member care and training for Accommodations Committee	Client focused programs, establish Program KPIs, attendee feedback	Develop programs based on feedback and KPIs
COMMUNICATIONS	Modernize messaging and create consistent communications	Recruit and train more committee members	Launch 40th Anniversary communications
LEADERSHIP	Increase transparency, establish surveys to understand member needs	Increase leader participation and leadership training	Create an SMPS membership growth map
EDUCATION	Promote educational opportunities to members	Member feedback on educational programs	Member targeted offerings