

Outcomes from the March 2015 Strategic Planning Session

MSAE Mission Statement

MSAE exists to ensure a knowledgeable, professional, and successful association community.

MSAE's 2020 Vision

By the year 2020, MSAE will successfully serve a diverse customer base. Students, young professionals, seasoned veterans and industry icons will come together under the guidance of MSAE. Our reach will be broad, as professionals from within and outside Michigan, in the association industry and other industries whose interests are akin to ours – political groups, municipalities, and others gather to collaborate and network.

The user experience is engaging. Whether it's in person or virtually, members and customers discover best practices, identify and execute on valuable learning objectives and find what they need, when they need it in order to contribute to their organization's success.

MSAE is seen as an industry leader and often referred to as "best in show". With trailblazing ideas and out of the box thinking, MSAE has propelled to the head of the pack in terms of member value, thought leadership, influence and above all – member engagement. The association is financially strong and fully staffed with dynamic, high energy professionals who are provided clear strategy and the resources they need to execute. The association is considered structurally sound, but is also fluid and nimble as it reacts to the needs of its members. Volunteer leadership is plentiful, with a fully engaged board of directors, productive committees and a robust offering of communities of practice.

Learning is the cornerstone of MSAE's deliverables. Plenty of options are available for knowledge delivery. Members become content contributors as they share experiences and borrow brilliance from each other. The curriculum is vast and organic, as association experts share and learn in a single step. Published authors and industry talent seek opportunities to engage the MSAE membership. The pinnacle source for CAE and CMP test preparation, MSAE continues to attract those seeking the credential as well as those looking to maintain and expand on their coveted titles. As the membership grows to three times that of 2015, the annual ORGPRO attendance swells to 500 professionals.

The year 2020 finds MSAE at the center of a successful, high energy, innovative collection of association management professionals with a strong advocacy voice for the profession and an even stronger impact on the member's member. MSAE delivers on promises and exceeds expectations. MSAE serves as a model of what should be.

MSAE Strategic Goals: The Next Three Years – 2015-2017

- Innovate for increased member value.
- Position MSAE as the must-have membership.
- Practice organizational excellence within MSAE as the role model for its members and prospects nationwide.
- Develop and execute strategies to position MSAE and the association management community as influential. Measure and report on the impact.
- Access and track revenue channels and execute steps to diversify sources for improved financial stability.

Priorities for 2015-16 Fiscal Year

- 1. Execute a brand strategy for MSAE, increasing member and prospect awareness of MSAE's work and position in the industry.**
 - a. Logo, taglines, colors. The Alternate E of MSAE....
 - b. Brand for association management
 - c. Web navigation, integration with Third thought
- 2. Develop standards for organizational success and build a strategy to reach them. Share the standards with members for their own journey toward success.**
 - a. 3 year financial plan
 - b. Operating ratio
 - c. Satisfaction levels, retention, recruitment
- 3. Explore nondues revenue opportunities that align with member needs.**
 - a. Expand on executive search to be career placement
 - b. Bundling strategies for increased engagement and attendance by non CSE members.
 - c. Revenue sources from communities of practice work
 - d. Shifting dependency on sponsorships
 - e. Build upon opportunities to endorse unique programs
- 4. Continued work on content positioning for greater member value.**
 - a. Population and positioning of Third Thought.
 - b. Documents on demand and other resources in top layer of website navigation.
 - c. Conduit for thought leadership coming from communities of practice – syndicate the talent.