



**2024
Strategic
Priorities**

	Focus Areas	Actions	Performance Targets
Expand (Membership)	Recruit (Students, University Outreach, Young professionals)	More engagement/presence	Increase membership by 15% through actions by EOY and provide ease of becoming a member for companies through membership bundles
	Retain (Existing membership)	Opportunities to improve retention	
	Re-engage (Volunteers/Membership)	Make volunteering great again	
Engage (Events)	Membership events	New and improved social events	3 new events focused on: Industry/Volunteers/Students
	Improved focus on education	Relevancy and delivery	Develop training matrix that offers consistent and pertinent courses
	Field trips	Diversity of technical topics, type of field trip offering and price range	Enhanced list of field trip opportunities
Enhance (Existing)	Financial reporting	Enhance financial reporting	Improved clarity and cadence of financial performance communication
	External collaboration	Explore alliances and/or additional opportunities for collaboration across societies	Closer ties to other associations
	Publications	Solicit more high quality and interesting content for publications	Increased reservoir and bulletin engagement