

# Forward Together: Strategic Plan (2022 – 2024)

*Objective: We are a member-focused international community that centers on diversity and ensures inclusion in everything we do.*

## STRATEGIC PRIORITIES



### Enhance the Member Experience Globally

#### PHASES

1

- Communicate strategy progress to membership to ensure understanding and transparency
- Develop innovative and inclusive programming options to align with our diverse membership's evolving needs
- Revamp the volunteer process to ensure that all members have access to opportunities

2

- Redesign the website so that all members have real-time access to all resources and search functionality within the current platform's capabilities
- Revise the communications strategy to reflect changes so that all members get timely, relevant information

3

- Reimagine events so that all members are treated equitably, regardless of membership type or origin, and have access to event material



### Set Expectations by Clarifying Our International Brand

1

- Update the DEI Statement to reflect our commitment to diversity and inclusion
- Implement the branding & marketing plan to embody inclusivity and ensure that how we behave is consistent with what we say

2

- Update the mission statement to ensure we are aligned with our purpose and address the needs of our diverse and international membership
- Update the bylaws, policies, and materials to ensure that we are governing in an inclusive way



### Optimize Our Internal Operations

1

- Hire a team for open staff positions that will implement our priorities while embedding DEI principles into our processes

2

- Analyze and recommend a board structure to ensure innovation and long-term sustainability of the organization while reinforcing our commitment to DEI

3

- Analyze and recommend a committee structure to ensure innovation, access to all members, and empowerment of volunteers



# Enhance the Member Experience Globally

*Our members are our #1 priority.*

HOW WE  
SHOW UP



**Warm &  
Welcoming**



**Inclusive &  
Culturally Humble**



**Transparent &  
Communicative**



**Curious &  
Innovative**



**Trustful &  
Trusting**

## RECOMMENDATIONS

1

- Communicate strategy progress to membership to ensure understanding and transparency
  - Share method and outcomes
- Develop innovative and inclusive programming options to align with our diverse membership's evolving needs
  - Develop and implement a certification program related to membership and/or competence
  - Develop and implement a new member onboarding process
- Revamp the volunteer process to ensure that all members have access to opportunities
  - Standardize the selection process for choosing committee members
  - Share clear information on total vacancies available and selection criteria
  - Ensure selection process minimizes or mitigates bias

2

- Redesign the website so that all members have real-time access to all resources and search functionality within the current platform's capabilities
  - Explore enhanced functionality, including expanded member profiles, new information architecture, and messaging functionality
- Revise the communications strategy to reflect changes so that all members get timely, relevant information
  - Explore revised and refined communications channels that offer enhanced functionality
  - Craft an organizational impact statement and develop advocacy guidelines

3

- Reimagine events so that all members are treated equitably, regardless of membership type or origin, and have access to event material
  - Consider ways to reduce barriers to engagement (e.g., time zones, time of year)
  - Develop content and sessions for different membership types (for-profits, individuals)
  - Create forums where for-profits can share research without a perception of sales
  - Host small/regional forums
  - Make conference badges consistent and inclusive