



COAE STRATEGIC PLAN FRAMEWORK 2017 – 2020

Mission: To inform, inspire and support the nonprofit executive who strives to lead with excellence.

Vision: The Greater Rochester region is a stronger, more vibrant and caring community because of excellence in nonprofit leadership.

KEY OBJECTIVES & GOALS

MEMBER ENGAGEMENT & SATISFACTION	PROMOTE OUR COLLECTIVE NONPROFIT VOICE	EXPAND ORGANIZATIONAL CAPACITY
<p>Goal: Ensure programs meet the needs of nonprofit executives in the changing nonprofit landscape and within our region.</p>	<p>Goal: Raise visibility in the community and showcase our collective impact.</p>	<p>Goal: Grow organizational capacity and output.</p>
<ul style="list-style-type: none"> • Increase member involvement • Increase levels of satisfaction • Focus on areas of primary interest (e.g. critical issues and leadership development), capitalizing on COAE’s successful program model • Engage members in defining critical issues and develop related program tracks • Encourage networking and mutual support through social events, small groups and organizational involvement. 	<ul style="list-style-type: none"> • Maximize potential for COAE impact on policy direction by ensuring key influencers know COAE and its value as an experienced resource • Connect members with content experts • Be present at community tables • Increase media mentions • Generate media placements 	<ul style="list-style-type: none"> • Upgrade website for members to connect and collaborate • Use social media to increase membership value and more effectively market it • Seek operational cost efficiencies • Promote Affinity Groups • Consider use of “reserves” to advance strategic plan goals