

Strategic Roadmap

2024-2026

GOALS	Essential Resource	Vibrant, Engaged, Diverse Community	Organizational Excellence	Strategic Initiative: Technology
OBJECTIVES	Develop and deliver best-in-class education, marketing, and leadership expertise to increase chapter and member ROI and broaden brand impact	Provide specialized programs, products, services, and support through chapter, regional, and national networks	Ensure long-term sustainability, relevance, and efficacy through application of financial, operational, and governance best practices and systems	Special content focus on current and emerging technologies that impact the way catering and events professionals work and advance
MAJOR INITIATIVES	Leadership Training, Multi-Platform Education, National Brand Marketing, Chapter Growth and Retention, Member Value Proposition, Affinity Program Development	Shared Interest Groups, Online and in-person networking, member outreach, membership data acquisition and analysis	2023 assessment of time, talent, and financial resources against ROI of programs/services. Identify new/alternative revenue streams. Brand standards and consistency.	Research and direction setting Annual Task Force or Subcommittee to identify priority/focus for content matching
KPIs	Member Retention Chapter Health & Sustainability CPCE Renewal Rate	Increase in Diversification Member Engagement Volunteer Engagement	Financial strength and long-term sustainability Resource Analysis and Alignment	Delivery of member-valued technology education developed