



## Talent, Pipeline, Capability, & Workforce Development

- Establish the NOBCChE Academy pilot program with Westlake Middle School
- Develop and Execute Regional Engagement Strategy (2 New Professional Chapters, 5 New Student Chapters)
- Launch the NOBCChE Leadership Institute
- Launch volunteer database on March 15
- Establish the President's Extended Leadership Team (XLT)
- Establish robust succession plan

## Member Value

- Develop a strategy for a membership portal
- Provide effective and timely communication of relevant information to members
- Establish a portfolio of member services that facilitate professional advancement
- Increase membership by 25%

## The NOBCChE Brand

- Host 5 Virtual Focus Groups (NOBCChE Listens) to understand voice of the customer
- Develop and send the NOBCChE Voice Survey by April 15, 2016 to establish baseline numbers
- Develop metrics and organizational scorecard and hold all leaders accountable for them
- Increase followers by 50% for Twitter, Instagram, LinkedIn, and Facebook
- Increase site traffic and subscribers (website: 25%, e-brief: 25%, online event attendance: 15%)
- Increase membership by 50%

## Return to Growth

- 2 new corporate partnerships
- Establish or renew 2 TEPs
- Achieve cash flow targets
- Achieve overall revenue targets (Job postings, NOBCChE Store, other items)
- Develop a strategy for Planned Giving and Trusts
- Realize cost savings targets
- Conclude the 2015 conference with a \$0 deficit

## Compliance, Organization Governance & Infrastructure

- Procure an online meeting solution to ensure meeting collaboration and efficiency
- All board documents for 2015-2016 are organized, digitally archived, and accessible in a secure cloud system within 14 days of data generation.
- Procure bookkeeping services by March 15, 2016
- Establish a new website service by July 2016
- Establish a Grants and Contracts Administration committee
- Establish a strategic plan and scorecard that is made available to all members
- Develop and implement the following policies by April 15, 2016 (Document management and retention, Whistleblower, Travel, Award Payments)
- The board will meet a minimum of 4 times during the fiscal year and minutes will be available within 30 days.
- Complete the 2015-2016 annual report by June 30, 2016
- Updates to the constitution are proposed and ready for organizational voting before or at the start of the national election
- All organizational financial and governance information is available on the NOBCChE website for review