

# ADS Strategic Plan

## 2019-21

Strategic Goal	Strategy	Performance Measures		
		2019	2020	2021
Increase Membership	Increase Membership Membership committee	Increase members by 2% year to year and maintain a 98% member retention rate	Increase members by 2% year to year and maintain a 98% member retention rate	Increase members by 2% year to year and maintain a 98% member retention rate
	Develop Leaders Executive Council Leadership Task Force	Engage 1 new member per component in a leadership role	Engage 1 new member per component in a leadership role	Engage 1 new member per component in a leadership role
	Increase membership value Executive Council	Survey Members	Increase positive results by 5% from previous year	Increase positive results by 5% from previous year
	Social Events Executive Council	Each component hosts 1 new event ex patriate to a meeting or increases attendance at an existing event	Each component Increase attendance at event from 2019 by 10%	Each component Increase attendance at event from 2020 by 10%
Maintain Fiscal Responsibility	Determine Member Expectations Executive Council	Survey of member expectations	none	Survey of member expectations
	Increase Nondues Revenue Budget & Finance	Increase 3% year to year	Increase 3% year to year	Increase 3% year to year
	Control Overhead Expenses Budget & Finance	Not to exceed Anchorage CPI for 2018	Not to exceed Anchorage CPI for 2019	Not to exceed Anchorage CPI for 2020
Improve Communication	Develop Relationships with Outside Vendors and Organizations Executive Council	1 new exchange of information or partnership for ADS and one at component level with another healthcare group or vendor	1 new exchange of information or partnership for ADS and one at component level with another healthcare group or vendor	1 new exchange of information or partnership for ADS and one at component level with another healthcare group or vendor

<b>Improve Communication (cont)</b>	<b>Identify and Use Effective Avenues of Communication</b> <b>Communications Task Force</b>	Track members preference for communication, identify 50% of members desires and meet 90% of that desire	Track members preference for communication, identify 60% of members desires and meet 95% of that desire	Track members preference for communication, identify 70% of members desires and meet 95% of that desire
	<b>Increase Public Awareness of ADS</b> <b>Executive Council</b>	1 newspaper article on ADS or component activity, 1 TV/radio story on ADS or component activity, increase FB likes by 5 ADS members and 2 AK residents	3 newspaper articles on ADS or component activity, 3 TV/radio stories on ADS or component activity, increase FB likes by 5 ADS members and 2 AK residents	5 newspaper articles on ADS or component activity, 3 TV/radio stories on ADS or component activity, increase FB likes by 5 ADS members and 2 AK residents