



Three-Year Strategic Plan Outline

Mission: "To create personal, professional, and community development opportunities while fostering individual and organizational relationships within Columbus."

Vision: "YPC is the premier organization for the next generation, connecting its membership to the pulse of the Columbus community while developing and advancing each individual's potential."

Strategic Planning Next Steps:

- Flesh out key result areas
- Add metrics where necessary
- Enlist assistance from YPC members
- Develop strategies and annual action plans
- Review and ask for additional input from YPC and community members

Key Result Areas:

I. Community Impact

a. Foster professional development in the young professional community

- i. Champion: VP of Professional Development
- ii. Ideas:
 1. Help generate small business
 2. YPC Institute
 3. Professional Development programming
 4. Educational Services

b. Involve at least 50 community leaders in YPC events/programming by 2012

- i. Champion: VP of Programming

c. Build YPC events so that 1,000 new people attend and the level of events that draw upwards of 50 to 100 people increases

- i. Champion: VP of Programming

d. Promote civic education and involvement

- i. Champion: VP of Social and Cultural
- ii. Ideas:
 1. Take a stand on community issues
 2. Become more political
 3. Fact campaign or voice on important YP and community issues/educate
 4. Community outreach

e. Promote networking in the YP community

- i. Champion: VP of Professional Development
- ii. Ideas:
 1. Work with other YP and professional organizations on events, magnify networking opportunities, and connections

II. Financial Health

a. Develop financial policies, procedures, and budgetary forecasting

- i. Champion: Treasurer
- ii. Ideas:
 1. Develop budget for each event and for YPC organization each year
 2. Improved financial model for expenses/revenue
 3. Determine funding balance
 4. Offer clear financial benefits for members/non-members
 5. Leverage funds with dues
 6. Be more transparent
 7. Submit a 990 on an annual basis

b. Develop a funding plan with a diversified funding base

- i. Champion: VP of Development
- ii. Ideas:
 1. Develop sponsorships with local corporations and other businesses
 2. Secure annual sponsorships
 3. Secure corporate sponsorships
 4. Have a budget that allows for a full-time staff member to assist with implementation
 5. Major funding event
 6. Advanced record keeping of donors
 7. Private fundraising of \$10,000 in three years
 8. Grant sources of \$5,000 in three years.
 9. Create endowment
 10. Acquire three new donors

III. Branding and Visibility

a. Develop a YPC identity

- i. Champion: Ad Hoc Branding Committee
- ii. Ideas:
 1. Clear identity
 2. Create the YPC identity
 3. Consistent message of who we are
 4. YPC is distinguishable
 5. Board and membership can articulate who we are and know why they want to be involved specifically with YPC

b. Create YPC branding guidelines

- i. Champion: VP of Communications
- ii. Ideas:
 1. All decisions, partners, etc. reflect brand
 2. Be who we think we are
 3. Reputation = brand
 4. Solid brand logo and rules
 5. Create marketing materials based around identity
 6. All events and opportunities clearly go back to mission and plan
 7. Uniformity on all communications

IV. Communications

a. Develop a YP blog with 20,000 visits a year

- i. Champion: VP of Communications

b. Implement weekly communications with membership

- i. Champion: VP of Communications
- ii. Ideas:
 - 1. Regular emails to membership events and opportunity and reason to read
 - 2. Weekly event announcements
 - 3. Routine, professional, consistent member communications
 - 4. Weekly member communications

V. Infrastructure

a. Develop a succession plan

- i. Champion: President
- ii. Ideas:
 - 1. A succession plan that includes a President Elect position for transition of President's role
 - 2. Create hit by bus binder for each position
 - 3. Structure of building and growing board members from and through committee members

b. Engage in board member training and strengthen board communication

- i. Champion: VP of Operations
- ii. Ideas:
 - 1. More work done outside of full board meeting
 - 2. Each board member to fully understand his role
 - 3. Each board member to understand governance versus operations
 - 4. Clear working board goals and responsibility
 - 5. Clear roles and functions
 - 6. Clear way to deal with issues and concerns outside of meetings

c. Develop a scorecard to evaluate metrics

- i. Champion: Board Secretary
- ii. Ideas:
 - 1. Quantifiable
 - 2. Quantify impact through hours, dollars, etc.

d. Revise the YPC organizational structure

- i. Champion: VP of Operations
- ii. Ideas:
 - 1. Smaller board of about ten to 11
 - 2. More board positions aligned to events
 - 3. Have developed committees with members a part of each
 - 4. Hire an executive director

e. Maintain scorecard and track progress

- i. Champion: Board Secretary

VI. Membership

a. Develop and implement greater membership engagement and involvement—

GOAL: Every YPC event should have a member v. non-member incentive in 2010 and implement a quarterly new member only benefit (4) that brings new members together.

i. Champion: VP of Membership

ii. Ideas:

1. Create a comprehensive membership attraction/retention plan
2. Provide the opportunity members want—what's important
3. Purposeful membership outreach to target untapped demographics and YP leaders and potential leaders
4. Improve demographic
5. Determine our ideal member
6. Define active membership
7. Develop a new member role
8. Reach out to more diverse YP audiences
9. Make appearances to recruit members
10. Target college population for recruitment

b. Have at least 500 paid active members by 2012- GOAL: 167 paid active members in 2010

i. Champion: VP of Membership

c. Develop a welcome packet for new members- GOAL: Implement a new member email packet in 2010.

i. Champion: VP of Membership

ii. Ideas:

1. New members “now what” guide
2. Welcome package to new members

To provide additional information, input, advice or to pose questions, or concerns regarding the YPC Draft Strategic Plan, please email Kristen Jensen at president@YPColumbus.org.

Members will be able to post comments online at www.YPColumbus.org.