In 2020, American Mensa will be an organization that is growing in both membership and public perception that reaches a diverse population. American Mensa has effective governance in place and continues to develop and support volunteers at all levels to meet the needs of current and future members. American Mensa will continually focus on remaining relevant in an ever changing world.

American Mensa will be a thriving, progressive organization with members who find participation rewarding and valuable.

The organization will be structured, governed and managed efficiently, effectively and transparently at all levels.

Leaders at every level will feel confident in their roles.

Sufficient funds will exist for American Mensa to accomplish its goals.

American Mensa will be recognized as an intellectually stimulating organization whose members use their intelligence to better their communities.
GOALS
- Increase member value.
- Effectively communicate the value of the organization to prospective and current members.
- Offer seamless entry to those interested in membership.
- Encourage diversity within the membership.
- Encourage consistent baseline member experiences at all levels.
- Encourage and recognize member contributions to the organization.

MEASUREMENTS
- Total membership
- Retention rate
- Net promoter score

GOALS
- Promote understanding about roles, responsibilities, and relationships among the AMC, committees, National Office staff, and Local Groups.
- Make decisions that are proactive, informed, and strategic.
- Provide guidance, direction and resources to support effective work, programs and decision-making.
- Commit to clear and open communications.
- Commit to serve the overall organizations interest.
- Encourage a collegial atmosphere and unique perspectives.

MEASUREMENTS
- Percentage of time spent on strategic items of the agenda.

GOALS
- Attract new leaders.
- Increase the number of members willing to serve in elected and appointed positions.
- Align training and recruitment to defined leadership roles and expectations.
- Maintain a support network and resources, including institutional knowledge, for leadership and volunteering.

MEASUREMENTS
- Local Group annual survey satisfaction results

GOALS
- Raise awareness of Mensa and how we as members contribute to our broader communities.
- Develop our Mensa stories and distribute internally and externally in a clear and effective manner.
- Engage our Local Groups to enhance public awareness.
- Clarify and define the terms Marketing and Advocacy as it relates to American Mensa.

MEASUREMENTS
- Media impressions
- Branding outreach

GOALS
- Increase non-dues revenue.
- Maintain strong financial position for the health of the organization.
- Ensure compliance with appropriate regulatory requirements.
- Budget for current and future needs of the organization.
- Conduction annual review of existing and proposed programs with cost benefit analysis for relevance to the organization.

MEASUREMENTS
- Net operating income
- Increase of non-dues revenue