

2016-2020

STRATEGIC PLAN



MENSA[®]

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MEMBERSHIP

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 promotor score



GOVERNANCE

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.



LEADERSHIP DEVELOPMENT

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



PUBLIC AWARENESS

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



FINANCE

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.
- Conduct annual review of existing and proposed programs with cost benefit analysis for relevance to the organization.
- Increase and maximize the utility of member equity.

MEASUREMENTS

- Net operating income
- Increase of non-dues revenue



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