

## SEAOI 2017 Strategic Plan Summary

Workgroup	Issue	Goal
<b>GOVERNANCE</b>	1 - Define SEAOI's Mission and Vision & Core Values	1.1 - Establish & Publish SEAOI's Mission
		1.2 - Define SEAOI's Vision
		1.3 - Review SEAOI's Core Values
	2 - Make SEAOI Sustainable	2.1 - Develop Sustainable Finances
		2.2 - Make SEAOI Operations Sustainable
		2.3 - Ensure adequate protection against risks
		2.4 - Increase strategic component of board applicants
	3 - Implementation of Strategic Plan	3.1 - Assign PM for Implementation of Strategic Plan for Upcoming year
		3.2 - Re-energize and Rename Long Range Planning Committee into Implementation of the Strategic Planning Committee
	4 - Improve Board Operations	4.1 - Develop Board/Committee Chair Job Descriptions
		4.2 - Review and Further Develop Board/Chair Orientation
		4.3 - Develop a Plan to Assess Committee Accountability and Progress
	5 - Review non-program Committees, including SEF and SEPAC	5.1 - Prioritize/Combine non-program committees
		5.2 - Review partnership with SEPAC and SEF
	<b>OUTREACH</b>	1 - Enable SEAOI to achieve its stated mission regarding outreach
1.2 - Educate external stakeholders on Structural Engineering		
1.3 - Educate legislators so that they can promote legislation conducive to the good practice of engineering		
1.4 - Encourage the young to pursue an education in engineering		
1.5 - Develop/maintain communication and promote cooperation with appropriate professions and groups in the industry		
2 - Determine and prioritize goals for target audience		2.1 - Define target audience
		2.2 - Develop ROI for events/Efforts
	2.3 - Prioritize goals for each target audience	
<b>MEMBERSHIP</b>	1 - Need additional members to grow organization to achieve our mission.	1.1 - Increase Membership 3% every year for 5 years
	2 - Continue to lose a number of members each year.	2.1 - Decrease attrition from prior year by 3% for 5 years
	3 - SEAOI has members who are not actively involved in our events or committees	3.1 - Increase member engagement by increasing member attendance at events by 5% for 5 years
<b>PROGRAMS</b>	1 - Reinvent current program offerings	1.1 - Evaluate programs
	2 - internal coordination amongst committees can improve	2.1 - Facilitate better communication and collaboration amongst committees
	3 - Improve online offerings	3.1 - Build upon online webinars to date
		3.2 - Implement live-streaming
	4 - Lack of collaboration with similar organizations	4.1 - Increase collaboration with similar organizations
	5 - Ensure SE Refresher Course remains relevant	5.1 - Maintain relevancy of current SE Refresher Course
6 - Most of SEAOI events are Chicago focused	6.1 - Improve offerings to locations outside of the Chicago area	