

2018 Strategic Plan Goals – 3-year plan

Goal #1 – Expand membership & Promote Association

- Set initial goal of recruiting a percentage of manufacturing members each year while exploring new membership around geographic location of the schools/students we support (Kaynor/OWT/Wilcox/WCC/NVCC)
- Continue to expand meeting locations outside of Watertown Golf Club, paying attention to towns where we have SMA members
- Continue to stress meetings as program driven events to help members succeed
- Consistently analyze the demographics of our membership and develop data of our geographic area manufacturers to use as a viable member recruitment tool

Goal #2 – Sustain the SMA Board of Directors & Develop Committees

- Analyze committees and committee work to see what is currently effective
- Market committees and recruitment at a couple monthly meetings with tables and promotions during networking times
- Add a monthly email that gives a committee update, so members know how the SMA is working for them

Goal #3 – Increase fundraising efforts for sustainability

- Expand opportunities for member companies to sponsor student outreach (Student of the Month/Year program) at meetings
- Investigate feasibility of adding revenue through sponsorship steams in events in addition to golf outing. Look into cost saving measures like self-funding scholarship into perpetuity, and investment opportunities to grow savings.
- Evaluate the timing of our member “ask” separating our biggest events (membership dues and golf outing) making it easier for members to contribute in intervals between donations

Goal #4 – Name and Brand of the SMA

- Evaluate the pros and cons of the name of the organization
- Educate people on what “Smaller” means as the lead in our name
- Compile data on CT manufacturers and their size

Goal #5 – Transition Executive Director position from Part time to Full time

- Evaluate the value of making ED position full time
- Review Budget and By-laws to see if change can be made
- Convene Executive Board to draw up proposal to give to board on recommendations