# 2018-2019 NARPM Strategic Plan

**MEMBER VALUE AND BENEFITS**

* NARPM must improve customer satisfaction/service of the designation program – AD HOC

*(suggested actions: Members satisfaction rating is low on the designation program process and must be enhanced. Establish timeline on when changes will be in place)*

* Grow the number of NARPM designees – Professional Development Committee

*(suggested action: determine the amount of increase and when it will be realized)*

* Understand members demand for top education courses – Professional Development Committee

*(suggested action: Fill the members need for requested education courses. Survey members and ask for feedback and create needed courses)*

**MEMBERSHIP**

* NARPM membership to be 10,000 by 2020 – Member Services Committee

*(suggested action: promote the growth of NARPM to 10,000 by 2020; set metrics and timelines for the program)*

* More Members using the New Member Incentives – Member Services Committee

*(suggested action: Revamp new member incentives program to determine how to get more members to use the program)*

* Chapters can grow with incentives – Member Services

*(suggested action: give money to chapters for new members, not just those retained. Send action plan on why this will work)*

* NARPM can be found online – Communications with input from Member Services

*(suggested action: NARPM increases online presence. What is % of increase and timeline to realize this increase)*

**MEMBER/VENDOR ENGAGEMENT**

* Enhanced Leadership Training will grow future chapter leaders – AD HOC

*(suggested action: look at ways to enhance Leadership training to build more effective leaders and create more people willing to fill leadership positions)*

* Volunteers are important to NARPM and should be recognized – Member Services Committee

*(action: develop incentive programs for NARPM volunteers on all levels)*

* NARPM desires to have a “space” to promote rental database – AD HOC

*(suggested action: Look at establishing a rental database for members use)*

* NARPM events are “Flagship Events” – Broker/Owner and Convention Committees

*(suggested action: paid speakers; expansion of events with vendor participation)*

* NARPM Affiliate Program need to be used by members - AD HOC

*(suggested action: Improve the current affinity program that becomes a true Vendor program)*

**MARKETING/BRANDING**

* Integrate a membership marketing plan – Communications Committee with input from Member Services

*(Suggested actions: Saturate strong NARPM areas with dedicated sales person to target and follow up. Establish goals for the plan and a timeline)*

* Communication channels to improve NARPM marketing – Communications Committee

*(suggested actions: Optimize channels for improved user experience)*

* Brand NARPM as the industry leader – Communications Committee

*(suggested actions: Establish clear brand that communicates what NARPM is all about. Establish timeline to have Brand established)*

* Brand all NARPM events – Communications Committee

*(suggested action: create a brand for all NARPM events to be in place for 2018 convention)*

**GOVERNMENTAL ADVOCACY**

* Revamp NARPM PAC to be more effective – Governmental Affairs Committee

*(suggested actions – Revamp the NARPM PAC. Set time for completion and guidelines for PAC trustees)*

* National Governmental Affairs events/programs strengthen NARPM advocacy across the country– Governmental Affairs Committee

*(suggested actions – Day on the Hill – 100 attendees; August PM awareness month with visits to legislature on state level; schedule communications throughout year with legislature; revamp/develop state Governmental Affairs program including state Day on the Hill and other efforts to enhance advocacy and presence at the federal, state, and local levels.)*

* NARPM PAC to set a financial goal through contribution from members – NARPM PAC Trustees

*(suggested action: timeline for goal; amount of goal; amount of contributions by members)*