**ROCHESTER PROFESSIONAL CONSULTANTS NETWORK**

**2015–2016 Strategic Plan**

**Updated by the RPCN Board of Directors and members, June, 19, 2015**

**Approved by the RPCN Board of Directors, June 19, 2015**

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**Vision**: RPCN is recognized as a premier organization of professional consultants who deliver effective, client‐centered solutions and results.

**Mission (Purpose)**: RPCN enables its members to develop premier consulting businesses by providing access to business, social and community networking; education; and mutual support to improve their businesses.

**Organizational Values**: Inclusiveness, Volunteerism, Collaboration, Mutual Support, Integrity

**Outcomes**

1. RPCN is recognized as an organization of premier consultants who are thought‐leaders and innovators.

2. RPCN is recognized as a community resource for exploring, emerging and established consultants.

3. RPCN links businesses and community organizations with skilled consultants.

4. Members achieve their annual professional milestones.

**Strategic Objectives**

• Provide programs to members to help them:

o run a business,

o acquire clients and

o produce results.

• Develop a powerful RPCN brand.

• Develop and maintain strategic alliances with other organizations.

• Create opportunities for members to build professional relationships.

• Showcase member talent and success.

• Continue to link businesses and community organizations with skilled consultants to contribute to economic growth.

* Expand geographic reach of RPCN.

**2015‐2016 Priorities**:

1. Update the RPCN website.
2. Implement marketing and communication strategies to promote RPCN and its members.
3. Continue to focus on RPCN’s “Learn‐from‐the‐Best” approach that teaches RPCN members how to be successful consultants.
4. Focus on creating opportunities for members to build relationships with clients and other members.
5. Prepare for, and conduct, an RPCN Boot Camp and/or Conference and TrendTalks on an ongoing basis.
   1. Build a calendar which balances our programs throughout the year.
6. Gather objective evidence of our organizational performance vs our stated vision and mission. Consider:
   1. Survey members annually to determine if RPCN is contributing to members’ needs and to continue understanding the current business status and success of members.
   2. Survey the business and non‐profit communities biennially (once every other year) to obtain evidence of outcomes success
7. Create new alliances in key areas of need
   1. Increasing exposure to the business community
   2. Increasing diversity in the organization.

**Additional goals:**

* + Regional expansion (an RPCN road show)
  + Explore creating multiple RPCN membership levels; for instance, out‐of‐area members.
  + Create a benchmarking task force to compare RPCN with other professional organizations.
  + Clarify and improve registration process for RPCN membership and non‐members.

**2014-2015 Accomplishments**

* Learn from the best program series
* Made incremental improvements and changes to the RPCN website; made it more dynamic, made it integrated with the newsletter, added the Past President information, added videos.
* Additional newsletter features, including integrating better with the website
* Surprise Thursdays
* Boot Camp
* Small Business Success Conference
* 25th Anniversary Celebration
  + Holiday Dinner Kick-off
  + Newsletter Articles
  + Increased Publicity
  + Wall of Fame Gala
* New Alliances
  + IEEE
  + AIIP