

ROCHESTER PROFESSIONAL CONSULTANTS NETWORK 2016–2017 Strategic Plan - DRAFT

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 and opportunities to members to help them:
 - Run their business successfully
 - Acquire clients
 - Produce results.
- Develop a powerful RPCN brand internally and externally.
- Create opportunities for members to build professional relationships.
- Showcase member talent and success.
- Expand the geographic reach of RPCN.
- Continue to link businesses and community organizations with skilled consultant to contribute to the region's economic growth.
- Encourage member cooperation and collaboration.

2016-2017 Priorities:

1. Expand current alliances and create new alliances in key areas of need:
 - a. Increasing RPCN's exposure to the business community
 - b. Increasing opportunities for RPCN members to find new clients and gain exposure for their consulting businesses.
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 Boot Camp Level 2, and TrendTalk events on an ongoing basis. Hold a successful marketing & sales Conference in October 2016 and begin planning for a 2018 Conference in early 2017.
 - a. 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:
 - a. Survey members annually to determine if RPCN is contributing to members' needs and to continue understanding the current business status and success of members.
 - b. Survey the business and non-profit communities biennially (once every other year) to obtain evidence of outcomes success
7. Continue to update the new RPCN website and use it (and Wild Apricot) to its fullest potential.
8. Develop and implement process changes and initiatives to increase membership.
 - a. Increase net membership by 30%.
 - b. Look at retention of current members.
9. Explore ways to increase RPCN revenue to rebuild the organization's financial reserve.

Additional priorities:

- Explore creating multiple RPCN membership levels; for instance, out-of-area members.
- Clarify and improve registration process for RPCN membership and non-members.

2015-2016 Accomplishments

- Amazing presentations at our Friday meetings at NeighborWorks
- Great participation by members for 25th anniversary celebrations
 - Fairport Canal boat dinner cruise
 - Holiday Party
 - 2nd Annual Wall of Fame Gala
- Created and launched a new and improved RPCN website
- Relaunched the TrendTalk series
- Launched 'Business Ecosystem' initiative
- Surprise Thursdays
- Boot Camp
- New Alliances
 - Eastman Business Park
- Participation in many expos to get the word out about RPCN:
 - Fairport Chamber Business Expo
 - Penfield Business Expo
 - Veteran's Outreach Expo
 - August Group Job Fair