**RPCN Strategic Plan: July 1, 2018**

**2018-2019**

**VISION: RPCN** is the premier organization of professional consultants and business representatives who promote client-centered solutions and results, with opportunities to share their knowledge with the community.

**MISSION: RPCN** provides a platform for its members who endeavor to deliver premier services through business and consulting companies. We do this by providing access to business, social and community networking, education, and mutual support opportunities.

**ORGANIZATIONAL VALUES**: Collaboration; Integrity; Mutual Support; Volunteering; Inclusion; and Transparency.

**OUTCOMES--RPCN is**

1. An organization of outstanding consultants and business representatives who provide leadership and innovation to and for their clients.
2. An organization recognized as a resource for exploring, emerging and establishing proficient consultants.
3. An organization that links business, education and community organizations with skilled consultants and business leaders.
4. A pathway for members to achieve their professional milestones.

**STRATEGIC OBJECTIVES:**

* **Engagement** – Create exceptional opportunities for members to participate in the activities of the organization with a platform to showcase their talents.
* **Relationships** – Grow strategic alliances with the public and private sector that include businesses, non-profits, universities and government agencies.
* **Professional Development** – Provide access to world-class learning events that help members expand the knowledge and skills needed for their businesses.
* **Branding –** Position RPCN as the premier resource for those seeking consulting services and access to knowledgeable business leaders.
* **Technology –** Leverage our website and social media presence with video and mobile technology to expand our visibility and market reach.
* **Internal –** Increase the number of members who contribute to our Value of Inclusion through business classifications, gender, race and geography.
* **Apolitical** – RPCN is an apolitical organization and does not support candidates, elected officials, nor take positions on legislative matters.
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**PRIORITIES:**

1. Drive to complete the relaunch of the RPCN website.
2. Successfully complete the selection of a home RPCN site, with a capital campaign formulated and in place.
3. Continue to utilize a more effective onboarding system for new members through
4. Completion and printing of a new member handbook;
5. Creating additional marketing tools, e.g., a video library; bookmarks; cards/heavy paper stock that accompany our weekly handout (which can be used at career fairs and other outreach venues) that enumerate the committees we have, the times and dates they meet and a listing of

the benefits of becoming a member. Other materials would show how consultants/business reps can contribute to the RPCN Outreach.

1. The standing committees, at present, all need a stated purpose and coordinator with a method(s) of reaching him/her:

**Alliances; Hospitality; Library; Marketing (which includes Social Media, Blogging and Digital Marketing); Website; Membership; Program; Technical Forum; Business Forum; Operations; Newsletter.**

1. The RCPN Projects need a statement of purpose, with a coordinator and a method(s) to reach him/her:

**Simon Vision Program; Pathstone; Enhancing Human Capital; FLREDC; Excelsior.**

1. Continue our surveys of past and present members, with the new, personal touch of reaching out to new or prospective members to continue as well.
2. Continue our diverse and very informative “Learn from the Best” programs, with our free Forums interspersed twice each month.
3. For the F/Y 2018-2019, create a new summer experience, and continue the Gala and Surprise Thursdays.
4. Formulate plans for Boot Camp; a continuation of Boot Camp perhaps called Advanced Business Training; and a conference slated for October, 2019.