

June 14, 2023

RPCN Strategic Plan

2023-2024

Vision: A global resource for consultants, business owners and solopreneurs to learn, network and grow their business.

Mission: RPCN provides for the growth of its members and community through professional development, education, workshops, and networking, collaboration opportunities and alliances with other organizations.

Values:

Integrity - We are ethical, honest, and transparent in all interactions with clients and each other.

Mutual Respect – We strive to make members and guests feel respected. We endeavor to treat everyone the way they wish to be treated. Everyone’s input is encouraged and valued. We create an environment that promotes inclusiveness in all aspects.

Mutual Support – We work together to achieve our individual and common goals. We willingly collaborate and help each other.

Community Support - We encourage and enable “giving back” to community businesses and organizations through alliances, volunteering, and other opportunities.

Strategies:

1. Professional Development and Education [Virtual or in person]
 - a. Interactive Forums (Business, Technical, Marketing)
 - i. Learn from each other.
 - ii. Mutual support
 - iii. Continual improvement of hybrid mtg
 - b. Learn from the Best (2 times a month)
 - i. Methods of acquiring business
 - c. EHC Lunchtime Learning
 - i. Learn from each other.
 - ii. Mutual support
 - d. Formal Workshops

- i. On going bootcamp and business consultant workshops
- 2. Increase membership and Retention.
 - a. Increase organization's exposure in Rochester and beyond.
 - b. Continue new member onboarding.
 - c. Develop stronger connections to members.
 - i. Social events
 - ii. Community focus eco systems
 - iii. Knowing what other organizations members are active in partnership activities.
 - iv. Follow-up call to members who have been absent more than 3 months.
 - d. Spotlight in Newsletter for members
 - e. Define target members.
- 3. Grow and Strengthen Alliances
 - a. Build Better Relationships with Existing Alliances
 - b. Forge New Alliances (regional, national, and international)
 - i. Create a database of organizations our members belong.
 - c. Document the relationship with Alliances.
- 4. Increase Revenue
 - a. Grow number of sponsors
 - b. Identify additional revenue streams.
 - c. Step up marketing for Organization.
 - i. More exposure in Rochester and beyond.
- 5. Grow and Strengthen Community Relations
 - a. Cultivate Community Outreach Programs
 - i. Create a database of organizations our members belong.

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- b. Provide Volunteer Opportunities for members.
- c. Continual improvement of website
- d. Grow online presence (Instagram account, LinkedIn newsletter)