

2023-2025 PRSA NCC Strategic Plan

PRSA National Capital Chapter (NCC) has historically brought together communications professionals from the D.C. metro area, providing a forum for collaboration, leadership, education, and networking. Drawing on the findings from our last chapter membership survey and informal conversations with members, our 2023-2025 strategic plan builds on the core areas of membership, programming and leadership.

The strategic plan reflects the continued need to support communications professionals in the D.C. area while being adaptive to today's current economic conditions. It also reflects the continued desire for enhancing knowledge and skills, while also creating lifelong connections through a variety of educational, networking and professional growth opportunities.

The 2023-2025 strategic plan was created to provide strategic priorities and goals for the chapter, but allows for each year's leadership to identify specific milestones that are achievable based on the resources of the chapter at that time. Recognizing the need for attainable and flexible goals, this strategic plan should be revisited at the start of each year based on results from the the evaluation metrics listed below. These evaluation metrics will serve as a resource to help guide the chapter on the progress of the goals outlined in the strategic plan.

PRIORITIES	GOALS	TOOLS	OUTCOMES
<p>1 CHAPTER MEMBERSHIP GROWTH AND ENGAGEMENT</p>	<p>Gain and retain more members by demonstrating the value of PRSA NCC membership. The chapter will seek to have a membership that is as diverse and inclusive as the professional community it serves.</p>	<ul style="list-style-type: none"> Owned channels (social media, website, etc.) Networking events (Diverse Dialogues, Coffee chats, etc.) Surveys 	<ol style="list-style-type: none"> Increase membership # to 900 active members. Each chapter event attended by 15+ chapter members. High satisfactory rating on membership value from annual survey. At least 2 PD events for new pros, mid-level, and senior level pros offered. Active committee chairs and vice chairs for each committee. A pipeline of leadership candidates for each EC/Board role for succession planning. Revised bylaws outlining new board composition and other changes. Revamped sponsorship package (levels, targets, opportunities)
<p>2 MEMBERSHIP PROFESSIONAL DEVELOPMENT AND GROWTH OPPORTUNITIES</p>	<p>Provide educational and skill building opportunities for members at every stage of their career, from those new to the field, to those with 20+ years of experience.</p>	<ul style="list-style-type: none"> Mentorship Program Early Career Fellowship for Professionals of Color Partnerships PD events Sponsorships Webinars, videos 	
<p>3 CHAPTER LEADERSHIP AND OPERATIONAL VIABILITY</p>	<p>Build a strong pipeline of leaders across committees and board of directors, to support long-term success for the chapter. Chapter leadership will help the chapter run smoothly with the support of PRSA NCC's chapter management company.</p>	<ul style="list-style-type: none"> Retreats Board Meetings Meetings with AMG Bylaws Google Drive Leadership Development Sessions Past Presidents Council 	
<p>EVALUATION METRICS</p> <ul style="list-style-type: none"> Membership numbers (active vs non-active in local area) Tracked event attendance for all events (PD, networking, etc.) Tracked website traffic, social media traffic, and email newsletter open rates Annual membership survey results Tracked demographic data of membership to assess representation, diversity and years of experience Tracked leadership applications and committee participation 			