

# 2021-2024 STRATEGIC PLAN OBJECTIVES

## MEMBERSHIP GROWTH

1. To secure 500 institutional members by 2025.
2. To obtain 85% membership retention on an annual basis.

## ENGAGEMENT

3. To measure engagement of ACUA member offering by conducting annual study.

## EDUCATION

4. To develop and launch communication strategy for programming and evaluate progress by 2025.

## FINANCIAL

5. To liberate investment dollars to increase conference attendance.
6. To support task force to invest in technology by reducing barriers and modernizing ACUA member resources.

## IMPROVEMENT

7. To maintain ongoing effort of fostering inclusivity for both institutional and individual members.