

# FSAE STRATEGIC PLAN 2019 - 2021

**MISSION: Success for Our Members and Our Profession  
Through Connecting, Learning, Leading**

## CONNECTING



**Create opportunities for meaningful relationships and access to resources that elevate the needs of our members.**

*We Will:*

- ▶ Offer a platform that connects statewide leaders in association management on a peer to peer level
- ▶ Identify and engage geographical areas with regional resources.
- ▶ Remain meaningful & relevant throughout your career by connecting knowledge seekers with industry experts

## LEARNING



**Foster the development of innovative, relevant and engaging educational opportunities and resources.**

*We Will:*

- ▶ Deliver dynamic content and resources developed on the basis of the industry's best practices.
- ▶ Provide education and resources for fundamental knowledge, thought-provoking and forward thinking.
- ▶ Curate content for a diverse audience base across all interest areas and skill levels to be delivered in a variety of methods.

## LEADING



**Advance the association community in Florida by providing experiences, solutions and opportunities.**

*We Will:*

- ▶ Develop leaders to thrive in today's society by understanding & advocating for the needs of all association professionals
- ▶ Become the practical nexus where members can gain experience to provide better value & experiences to their constituents
- ▶ Work to build the association workforce for the future