

FSAE Strategic Framework 2020

Mission Success for our members & our profession through Connecting, Learning & Leading

Leadership

Provide Leadership and Develop Leaders across FL

- Grow Membership
- Involve People Statewide
- Keep Relevant
- Elevate Associates
- Launch Emerging Professional Program
- Start Speakers Bureau for FSAE Members
- Regional Initiatives

Resources

Educational Resources and Connecting by Networking

- Resource Library
- Interactive Learning
- Online Education
- Regional Networking
- Area Leader Volunteers
- Networking Events Assess
- Connect via Social Media
- Virtual Meet-ups
- +ROI for Members

Innovation

Technologies, Online Access & Communications

- Online Resources
- Virtual Communications
- Recruit and Integrate
- Benchmark Membership
- Social Networking Links
- Mobile Apps
- Engagement Strategies
- Survey Preferences
- I AM FSAE Campaigns

FSAE Priorities

- Excellence in leadership
- Innovation & initiative to ensure growth and vitality
- Member success
- Personal & professional development
- Connecting professionals

Membership Value Statement

- FSAE is the premier organization for all association staff:
- The state-wide resource for information, best-practices, & innovations in association community
- Fosters peer to peer networking and association community engagement
- Offers professional development education that prepares CEOs & staff for their day to day jobs & offers cutting edge knowledge with unique programming & new ideas in association management
- Enhances personal growth & leadership opportunities through volunteer service, recognition, & community service