



GLCCA STRATEGIC PLAN

MISSION STATEMENT

GLCCA exists to provide resources to members to enhance and buttress business viability and regulatory compliance.

- A. Provide value to members.
- Robust annual conference/education
 - Podcasts/state-specific seminars/CLE's
 - Unique value as Regional Unit
 - Stay abreast of regional issues
 - Disseminate information/alerts of regional importance
 - Enhance all Communication channels to Membership
 - Recognize unique needs for Agencies of all sizes.
 - Focus Groups (perhaps virtual) to assess needs and GLCCA resources
- B. Grow/maintain Membership.
- C. Vendor Enhancements.
- Partner with critical vendors
 - Provide ongoing forum for vendors to showcase services and products
 - Seek and implement vendor feedback
- D. Focus on "takeaways" as goal in all we do.

- E. Identify and nurture future GLCCA leaders assuring diversity and continuous transition

- F. Establish accountability for action plan items.
 - GLCCA leadership oversight of Committees and SOPs
 - Review Strategic plan yearly

- G. Year-end reporting RECAP to all members focused on results achieved throughout the preceding year.
 - State of GLCCA address