

South Carolina Society of Association Executives (SCSAE) Strategic Documents

SCSAE Vision

Through its programs, services, resources and organizational processes, SCSAE demonstrates and promotes excellence in association management for South Carolina association management professionals.

SCSAE Mission

The mission of SCSAE is to support and encourage SC association professionals' achievement of excellence in every aspect of association management.

SCSAE Strategic Goals

- Goal #1* Provide members with education and professional development opportunities that build competency, skills and knowledge.**
- Goal #2* Be the preferred source for networking and relationship building for the association industry.**
- Goal #3* Demonstrate, promote and recognize excellence in the association management profession.**
- Goal #4* Be a timely and comprehensive resource for information on the association management industry and profession.**
- Goal #5* Foster the associate and regular member relationships in effort to best meet their respective needs and business objectives.**
- Goal #6* SCSAE will achieve organizational excellence in governance, volunteer leadership and business practices.**

SCSAE Goals & Strategies

Goal #1 **Provide members with education and professional development opportunities that build competency, skills and knowledge.**

- 1.1 *Deliver programs, activities and services that foster and increase participation and loyalty.*
- 1.2 *Develop/expand Special Interest Group learning.*
- 1.3 *Promote the Certified Association Executive (CAE) program.*
- 1.4 *Build the annual conference as the preferred education program for SCSAE members.*

Goal #2 **Be the preferred source for networking and relationship building for the association industry.**

- 2.1 *Deliver engagement opportunities that are reflective of the needs of the association industry.*
- 2.2 *Utilize the buying influence of the membership in exploring non-traditional member benefits.*
- ~~2.3 *Foster supplier and association relationships in effort to best meet their respective needs and business objectives.*~~

Goal #3 **Demonstrate, promote and recognize excellence in the association management profession.**

- 3.1 *Establish SCSAE as the voice of the industry in South Carolina.*
- 3.2 *Increase public awareness of the association management profession.*
- 3.3 *Develop and promote recognition programs that highlight individual contributions and the value, and economic impact of the association management profession.*
- 3.4 *Highlight the association management profession as socially responsive and engaged in good will initiatives.*

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SCSAE Goals & Strategies

Goal #4 Be a timely and comprehensive resource for information on the association management industry and profession.

- 4.1 *Be a link to relevant information, including but not limited to legislative and regulatory information promulgated by the South Carolina General Assembly.*
- 4.2 *Involve members as instructors, speakers and responsive, available experts.*
- 4.3 *Engage members in establishing an effective technology strategy that directs enhancement of the website and explores other technology-based delivery methods such as pod casts, blogs and the use of mobile technology.*
- 4.4 *Build active relationships and alliances with institutions of higher learning and other organizations to broaden and strengthen SCSAE's position as a resource for the latest information and knowledge.*

Goal #5 Foster the associate and regular member relationships in effort to best meet their respective needs and business objectives.

- 5.1 *Ensure adequate networking time for associate members.*
- 5.2 *Utilize the Associates Committee and non-voting Associate Member Director's position to ensure their needs and business objectives are being met.*

Goal #6 SCSAE will achieve organizational excellence in governance, volunteer leadership and business practices.

(changed all from 5.x to 6.x)

- 6.1 *Maintain synergy with the Strategic Plan in all endeavors.*
- 6.2 *Foster member growth through ongoing volunteer and leadership development programs.*
- 6.3 *Maintain diversity and inclusiveness in the organization's leadership.*
- 6.4 *Ensure the organization's governance and infrastructure reflect exemplary ethical standards and best practices.*
- 6.5 *Modify programs, activities, fees and benefits in order to optimize member value.*

- 6.6 *Use market research to deliver personalized benefits that respond to member interests, needs and trends.*
- 6.7 *Market SCSAE's commitment to member growth, its strategic direction, its contemporary brand and culture.*