

Inspiring REGIONAL LEADERSHIP

2019-2023 Strategic Plan



OUR FIVE PRIORITIES

Alumni

Create a culture where alumni are proud of their affiliation and engagement is a long-term commitment and benefit

- Ensure that alumni engagement integrates throughout Leadership Middle Tennessee to include recruitment, fundraising, programming and alumni activities
- Establish an alumni engagement plan to include consistent communications, activities and programs that provide value and benefit to alumni

Collaboration

Create partnerships with regional leadership and visioning organizations

- Engage with statewide and national leadership organizations
- Collaborate with similar organizations
- Provide opportunities for corporate relationships
- Offer programs on leadership and the region
- Promote involvement and explore partnerships with other regional programs
- Evaluate opportunities to give back to local communities

Program

Enhance programming to further inspire and develop leaders and regionalism

- Update the program guidelines to ensure the highest quality, relevant, fluid and consistent programs that are balanced and educational
- Create plans to maximize internal and external communications for each county program as well as signature special events
- Further integrate leadership development into the programming

Finances

Implement a sustainable funding model

- Create a five-year plan for sustainability to include program income, fundraising, and establishment of reserves and endowment
- Align the budget with program, alumni, recruitment and collaboration goals to include needed staff and infrastructure

Recruitment

Continue to enhance the quality of each class

- Update the recruitment process for communication and engagement
- Offer year-round applications
- Strive to have classes that reflect the region

OUR MISSION: To inspire regional leadership.