

Strategic Plan of the Montana Society of Association Executives (condensed)

Mission Statement

The Montana Society of Association Executives (MSAE) is the leading organization for associations and affiliates, providing valued resources, services and connections.

Core Values

- Connection
- Professionalism
- Excellence/Education
- Resource



Professional Development Goals

- Offer diversified training for association executives and staff that include a one- or two-day educational meeting of our members.
- Make available a library of relevant policy and other templates for association work
- Deliver value-added services including accreditation and certification support, an interactive website, job opportunities and an RFP process for events and other programs and services.
- Provide opportunities for networking and building relationships.
- Form a Government Affairs Committee for issues impacting associations. Advocate on those issues at state and federal level.

Membership Goals

- Board members actively participate in attracting, onboarding and retaining new members.
- Increase membership to 200, with growth in both association and affiliate membership categories.
- Provide members opportunities for engagement and involvement beyond luncheon attendance
- Consider a “retired” membership category

Communication Goals

- Develop and annually update a defined communication plan that emphasizes the value and importance of associations in Montana.
- Coordinate an economic impact study. Utilize it to conduct a public relations campaign.
- Because of MSAE’s respected position as a trusted resource, members and nonmembers request information, consulting and advice about association best practices and impact.
- Consistently communicate with members. Encourage guest articles.

Leadership Goals

- Board members and officers are active and engaged. Association members view board service as an honor and an opportunity to enhance their own association management knowledge.
- The association has diverse sources of income, a steady stream of non-dues revenue and adequate reserves.
- Funds are available to provide new services to the membership and to adequately staff the organization.
- The Association’s strategic plan and achievable goals guide the work of the organization