



## **Strategic Plan 2007 – 2010**

The mission of the Leadership Council Bluffs Alumni Association is to actively pursue positive change in the community through community leadership development.

- I. The LCBAA Board will have an active partnership with the Chamber to support the LCB Program by:
  1. Providing two LCB alumni facilitators for each class session.
  2. Supplying two Board members, with one being the Committee Chair, to serve on the LCB Curriculum Committee that will review, edit, and revise the current class curriculum.
  3. Assigning two Board members to outline and facilitate a Selection Committee for the identification, application, and selection process of LCB class candidates.
  4. Sending two Board members, ideally the incoming President and the Curriculum Committee Chair, and possibly one Board member from the Selection Committee, to the Annual Leadership Conference for the purpose of gaining insight on best practices, networking, etc. that will enhance our LCB Program.
  5. Class Recruitment
    - a. Identify non-Chamber businesses to participate in LCB.
    - b. Increase number of applications for LCB Program.
- II. Leadership Promotion
  1. Partner with the Chamber to organize an Annual Leadership Summit for the business leaders in the community, as well as LCB alumni.
  2. Commit to one alumni community project/event per year that will involve all LCB Alumni.



3. Support the Youth Leadership CB Program – have a LCBAA Board representative serve on their Curriculum Committee and recruit LCB alumni to assist with their candidate selection interview process.

### III. Membership Development

1. Increase active membership by 5% annually.
2. Web Site
  - a. Providing alumni information to active members.
  - b. Provide ongoing information about the LCBA program.
3. List Server
  - a. Use as a communication tool for newsletter and event notification.
4. Quarterly Newsletter
5. Surveys as needed.
6. Enhance Communication
  - a. Formal invitations to targeted events.
  - b. Recognition for participation in special events.
7. Brochure
  - a. Update design and distribute as needed.
8. Increase attendance at annual meeting by 10% annually.