



### STRATEGIC PLAN

June 2021

#### STRATEGIC PLAN – OBJECTIVES

# OBJECTIVE 1: CONTINUE TO BUILD AN ASSOCIATION CULTURE THAT DRIVES ENGAGEMENT, ESPECIALLY AMOUNG CONTRACTORS

Goal: Before September 30, 2021, create and implement a branding and marketing strategy.

**Champion: Bob Fletcher** Stakeholders: Platinum Sponsors

Action Item	Responsibility	Timetable	Progress
Find a marketing specialist	Bob Fletcher	July 30, 2021	Complete July 15, 2021
Meet with marketing specialist	Shirley, Scott	July 30, 2021	Completed July 15, 2021. Joanna has agreed to provide us some ideas and a quote for her services.
Vote on approving Joanna's quote for services	Board	July 29, 2021	
Create action item steps to complete goal on time.	Joanna	August 31, 2021	
Have Marketing/Branding discussion and approve steps to full implementation by Spring Convention	Board Joanna	September 27, 2021	

Goal: Double the number of participants in the Emerging Leaders program by 2026. Champion: Michael Coakley Stakeholders: Daana Denzel, Beau Johnson

Action Item	Responsibility	Timetable	Progress
Create action item steps to complete goal on time.	Michael Coakley	July 30, 2021	

Goal: Create a plan to raise awareness and excitement among university and trade school students about CISCA and the ceilings and interior systems industry by January 2022. Champion: Eric Boos Stakeholders: Beth Kuzera

Action Item	Responsibility	Timetable	Progress
Create action item steps to complete goal on time.	Eric Boos	July 30, 2021	

Goal: By October 2021, evaluate executive committee succession planning and committee and volunteer structure.

Champion: Scott Turczynski Stakeholders: Ron Bishop, Michael Coakley, Don Harris, Brice Neiman, Eric Mau, Jason Gordon, Kelly Johnson

Action Item	Responsibility	Timetable	Progress
Create action item steps to complete	Scott	July 30, 2021	Completed 6/26/21
goal on time.	Turczynski		
Verify Janet Crumpton's position as	Scott	July 1, 2021	Completed 6/28/21, she has stepped
Incoming President 2022 or Board	Turczynski		down
Member			
Verify Alan Skinner is moving up	Scott	July 1, 2021	Completed 6/29/21, he is incoming
through the EC positions regardless of	Turczynski		President
Janet's decision.			
Find Sec/Treasurer position if Alan	Scott	July 1, 2021	
moves to Incoming President 2022.	Turczynski		
Volunteer to understand the 4-year			
commitment on EC.			
Hold EC/Past Presidents Council	Scott	July 30, 2021	
Meeting to discuss volunteer and	Turczynski		
committee structure.			
Provide first draft restructuring of	Scott	August 31,	
volunteers/committees to Past	Turczynski	2021	
Presidents Council at meeting #2			
Present final draft to board for vote via	Scott	September 15,	
email	Turczynski	2021	
Implement new volunteer/committee	Scott	September 30,	
structure	Turczynski	2021	

### OBJECTIVE 2: MAKE CISCA-SPONSORED EVENTS MUST ATTEND EXPERIENCES FOR CONTRACTORS

Goal: Reinvent "conventions". Redefine and brand what member gatherings are called and the value proposition for attendees by April 2022.

Champion: Jason Gordon Stakeholders: Platinum Sponsors, Events Committee

Action Item	Responsibility	Timetable	Progress
Create action item steps to complete goal on time.	Jason Gordon	July 30, 2021	

Goal: By September 1, 2021, create an event schedule for 2023 and beyond and gain buyin from Platinum Sponsors within 60 days.

Champion: Jason Gordon Stakeholders: Platinum Sponsors, Events Committee

Action Item	Responsibility	Timetable	Progress
Create action item steps to complete goal on time.	Jason Gordon	July 30, 2021	
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Goal: Continue offering virtual events in 2021 that are educational in nature. Increase the number and value of virtual engagements during 2022 and continue to evaluate their success.

Champion: Jason Gordon Stakeholders: Platinum Sponsors, Events Committee

Action Item	Responsibility	Timetable	Progress
Create action item steps to complete goal on time.	Jason Gordon	July 30, 2021	

## OBJECTIVE 3: BE THE INDUSTRY AUTHORITY ON INTERIOR ACOUSTIC SOLUTIONS

Goal: Bring Paul Gallagher up to speed as Champion of this Objective.

Champion: Michael Coakley Stakeholders: Paul Gallagher

Action Item	Responsibility	Timetable	Progress
Debrief the Strategic Planning	Michael	July 2, 20201	
Committee's work with Paul Gallagher	Coakley		
Review and provide input to goal statements, help identify stakeholders and timeframes	Paul Gallagher	July 30, 2021	
Present finals to CISCA Board	Paul Gallagher	July 30, 2021	

Goal: Organize and consolidate a set of standards and guidelines related to ceilings and interiors systems by XX/XX/20XX

Champion: Paul Gallagher Stakeholders: ??, Technical Committee

Action Item	Responsibility	Timetable	Progress
Create action item steps to complete goal on time.	Paul Gallagher	July 30, 2021	

Goal: Create CISCA Certified designation and continuing education credits by XX/XX/20XX

Champion: Paul Gallagher Stakeholders: ??, Technical Committee

Action Item	Responsibility	Timetable	Progress
Create action item steps to complete goal on time.	Paul Gallagher	July 30, 2021	

#### Goal: Create an incubation lab for innovation by XX/XX/20XX

Champion: Paul Gallagher Stakeholders: ??, Technical Committee

Action Item	Responsibility	Timetable	Progress
Create action item steps to complete goal on time.	Paul Gallagher	July 30, 2021	

#### **OBJECTIVE 4: IMPROOVE MEMBERSHIP DEVELOPMENT**

Goal: Expand membership categories including an individual professional membership by July 2026.

Champion: Cory Nevins, Matt Paul Stakeholders: Beth Kuzera, Membership

**Committee Workgroup Volunteer: Ron Rice** 

Action Item	Responsibility	Timetable	Progress
Create action item steps to complete goal on time.	Cory Nevins	July 30, 2021	

Goal: Develop a plan by June 30, 2022, to increase the diversity of professional perspectives and cultural reach.

Champion: Cory Nevins, Matt Paul Stakeholders: Beth Kuzera, Membership

**Committee Workgroup Volunteer: Ron Rice** 

Action Item	Responsibility	Timetable	Progress
Create action item steps to complete goal on time.	Cory Nevins	July 30, 2021	

Goal: By September 2021, know the number of potential members in all membership categories and create a plan to increase the market share in each category.

Champion: Cory Nevins, Matt Paul Stakeholders: Beth Kuzera, Membership Committee

Action Item	Responsibility	Timetable	Progress
Create action item steps to complete goal on time.	Cory Nevins	July 30, 2021	