



C2ER Strategic Planning Initiative by Goal and Strategy

Goal 1: Produce and Improve Existing C2ER Products and Develop New Ones

1. Maintain and expand existing products and increase their visibility
2. Develop and market new products and services
3. Reinvest in the Cost of Living Index
4. Create Best Practice Data Visualization Library

Goal 2: Provide High Quality Professional Networking and Development Opportunities

1. Produce annual conference
2. Plan and implement existing C2ER training programs
3. Coordinate the planning and production of Applied Research in Economic Development Journal
4. Create on-line e-learning modules from current in-person training content and incorporate into current training program
5. Market the updated Certified Economic Research Professional certification program to key targets
6. Elevate the visibility of C2ER training by rebranding the training suite
7. Document material for training

Goal 3: Enhance the Membership Experience

1. Maintain electronic membership directory and marketing database
2. Coordinate "substantive" membership information services
3. Support affinity groups (e.g. state chapter, regional chapter, COLI, LMI Institute, etc.) that attract and retain members.
4. Educate policy makers about the issues facing critical statistical agencies (e.g., Census, BLS, BEA)
5. Manage the C2ER and LMI Institute Weekly Update
6. Improve Existing Membership Retention and Growth: Conduct a membership development and retention program
7. Promote unique special interest groups within the association to foster networking among members
8. Explore other member service or publication opportunities
9. Create the capacity for C2ER to be more influential in supporting economic and labor market statistics

Goal 4: Manage the C2ER Association Operations

1. Provide organizational and management services
2. Manage membership services and accounts
3. Provide financial management services
4. Manage C2ER's contract for services
5. Manage and develop C2ER's web and social media presence