

Draft 2021-2023 C2ER Strategic Plan Goals and Strategies

Goal 1: Enhance C2ER product portfolio and elevate its usage

1. Promote existing and new products to increase visibility and usage
2. Produce and enhance existing products efficiently
3. Leverage new products from existing assets (e.g., COLI, business incentives, state expenditures, certifications & licenses, diversity index, and other products)
4. Develop new products and services as opportunities arise

Goal 2: Provide and promote high quality professional development and networking opportunities

1. Broadly promote professional development opportunities
2. Produce an engaging and innovative annual conference
3. Plan and implement existing C2ER training programs
4. Develop new training curriculum to respond to market demands
5. Produce and enhance on-line e-learning modules for self-paced and instructor-led training programs
6. Drive awareness and participation in the Certified Economic Research Professional certification program
7. Increase the diversity of individuals leading and participating in professional development opportunities

Goal 3: Retain and grow C2ER's membership

1. Develop an integrated marketing strategy focusing on retaining current members, recruiting new members and increasing member diversity
2. Produce and enhance member communications, including the C2ER and LMI Institute Weekly Update
3. Explore other member products or services as opportunities arise
4. Educate policy makers and statistical agencies about the public data needs of C2ER members

Goal 4: Improve C2ER's operational efficiencies and growth opportunities

1. Provide organizational and management services to ensure effective Board leadership
2. Provide top-notch customer services to members
3. Manage C2ER financial operations to maximize efficiencies
4. Seek out and effectively manage contract services that complement C2ER's mission
5. Develop and maintain C2ER's digital marketing capabilities to support its marketing and branding efforts