

# 2024 - 2026 Goals and Strategies

## **Goal 1: Retain and expand C2ER's membership by delivering exceptional value to our members.**

- 1.1. Enhance marketing strategies to better emphasize the value and contributions of C2ER to our members and professionals in the fields of economic development and workforce development research.
- 1.2. Continue integrating diversity, equity, and inclusion into C2ER's decision-making, policies, practices, and procedures to ensure that all members feel welcome and included.
- 1.3. Provide valuable services, including advocacy on behalf of our members to policymakers and statistical agencies, addressing public data needs.
- 1.4. Deliver exceptional customer service to our members.

## **Goal 2: Deliver high-quality services and opportunities through our annual conference and training programs that help members to achieve their professional goals.**

- 2.1. Organize an annual conference that captivates attendees and aligns with members' expressed requirements.
- 2.2. Plan and implement instructor-led training programs and webinars tailored to meet the specific needs voiced by our members.
- 2.3. Assess the effectiveness of eLearning trainings to increase uptake and determine its financial sustainability and future direction.
- 2.4. Increase awareness of and participation in the Certified Economic Research Professional certification program by actively highlighting the program.
- 2.5. Increase the diversity of individuals leading and participating in professional development opportunities.

## **Goal 3: Foster opportunities for members to actively engage, network, and enhance their learning through interactions with both fellow members and the organization.**

- 3.1. Undertake a customer discovery process with members to better understand their current and future needs.
- 3.2. Encourage more members to participate in the Community, Economic, and Workforce Research Awards program.
- 3.3. Hold multiple engagement opportunities annually for members through the Regional Researchers, State Researchers and Workforce Researchers chapters that enable members to share and learn from each other (might want to split out for each chapter).
- 3.4. Explore the feasibility of establishing and supporting state and multi-state member networks around the country.

- 3.5 Revise the website's member area to allow members to add a professional profile about themselves and information about their host organization.
- 3.6 Create and execute a viable peer-to-peer mentoring program and/or topical expertise network.

#### **Goal 4: Deliver high-quality products that align with the needs of C2ER's members**

- 4.1. Produce and enhance existing products to meet member needs and attract additional product users.
- 4.2. Integrate technological innovations (including API services) into existing and new products.
- 4.3. Identify and develop new products for members from relevant work.

#### **Goal 5: Elevate C2ER's visibility among existing and potential members and partners**

- 5.1. Maintain and enhance C2ER's digital marketing and social media efforts targeting members and potential members.
- 5.2. Continue to produce high quality informational communication pieces for members and non-members such as Research Matters.
- 5.3. Develop and highlight C2ER member project case studies from a variety of sources (e.g., Awards program, conference presentations, etc.) for the website.
- 5.4. Explore potential partnership opportunities to increase awareness of C2ER members among allied organizations such as the International Economic Development Council, University Economic Development Association, Association of University Business and Economic Research, and other organizations.

#### **Goal 6: Ensure that C2ER maintains the necessary resources to sustain its operations and execute its strategic priorities.**

- 6.1. Provide organizational and management services to maximize the value of membership.
- 6.2. Manage C2ER operations in a fiscally responsible manner that ensures long-term sustainability.
- 6.3. Seek out and effectively manage contract services that complement C2ER's mission and provide value to the organization.