

## Strategic Plan - Step Progression

2023 - 2025

Revised: 2/28/23

**2025**  
Projecting Out  
on the New York State  
& National Stage

**2024**  
It's About Our Members!  
Engagement,  
Recruitment & Retention

**2023**  
Back to "Normal"  
Ensuring NYAMA  
is "Taking Off"

**Preparation -  
Organizational  
Phase**  
First 30 Days

- Finalize Plan
- Train Leadership on use of plan.
- Annual Timeline & Work Plan completed and distributed.
- Draft Start-Up Materials

- Ensure operations, governance structure & procedures are what association needs them to be.
- Increase outreach to all members and supporters using new StoryBrand.
- Ensure information flow goes from leadership to membership.
- Review, improve and expand programming.

- Build on Membership Pipeline Plan, including "bring a colleague" efforts.
- Develop "Roadshow" to showcase NYAMA across NYS.
- "Drive for 175" Initiative
- Continue expanding outreach/education of elected officials (at all levels of government).

- Build on the frameworks created and successes of 2023-24.
- Showcase NYAMA's impact and service to the aviation industry and the general public in NYS.
- Position NYAMA as the "go to" source for information relating to aviation issues.
- Look ahead to 2026 - 2028 (Craft next Strategic Plan)

**THE BIG IDEA (TBI): 2023-25**  
To ensure that every year, NYAMA's leadership agrees upon what will be the annual CAUSE—regardless if there is an opportunity of threat.

- ONGOING OPERATIONAL GOALS**
- Leverage and expand NYAMA's profile, visibility, and prestige.
  - Strengthen value proposition and enhance the membership experience.
  - Develop and leverage a robust communications program.
  - Expand professional development/education offerings.
  - Strengthen our advocacy efforts across the state.
  - Continue wise financial management & stewardship of our resources.

**NOTES**  
• Reflects and expands on work conducted through the previous NYAMA Strategic Planning Processes.