



# Strategic Plan 2020 – 2022 WORK PLAN

*For Board of Directors Review*

**Revised  
11/25/19**

## GOAL #1 | ENGAGE

Strategy	Action Item(s)	Responsible Position(s)	Deadline	Notes/Status
Continue strengthening value proposition of NYAMA membership through effective programs, services and initiatives to all NYS aviation managers.	<ol style="list-style-type: none"> <li>1. Develop innovative and attractive programming and networking opportunities for all members.</li> <li>2. Continue surveying members &amp; potential members to identify needs, trends, and effectiveness of current offerings.</li> <li>3. Increase greater awareness and participation in NYAMA programming.</li> </ol>	Membership Committee Board of Directors Executive Director		
Develop formal membership recruitment and retention plan—with outreach to all NYS aviation managers and allies to grow membership.	<ol style="list-style-type: none"> <li>1. Craft targeted messages for all prospective member types/groups.</li> <li>2. Continue refining “hit lists”/contact lists for all possible membership pools.</li> <li>3. Expand outreach campaign across all platforms—including mailings, e-blasts, social media and “grassroots” campaigns.</li> </ol>	CPR Committee Corporate Relations Committee Executive Director		
Tout the achievements of NYAMA, its leaders and members!	<ol style="list-style-type: none"> <li>1. Create a “pipeline” for submitting news/updates from across the NYS and use this information across the full spectrum of the association.</li> </ol>	CPR Committee Executive Director		

<b>GOAL #2</b>	<b>LEAD</b>
----------------	-------------

<b>Strategy</b>	<b>Action Item(s)</b>	<b>Responsible Position(s)</b>	<b>Timeline</b>	<b>Notes/Status</b>
Continue strengthening NYAMA's governance, administration, and operations paradigm.	<ol style="list-style-type: none"> <li>1. Design and implement annual leadership development cycle, including recruitment, orientation, and key governance documents and resources.</li> <li>2. Continue to develop Committees, ensuring structure and goals meet NYAMA's needs.</li> <li>3. Continue to build greater collaboration with all aviation industry leaders.</li> </ol>	Board of Directors Officers Executive Director		
Continue wise financial management to garner the biggest benefit for NYAMA.	<ol style="list-style-type: none"> <li>1. Provide regular financial updates and reporting to leadership.</li> <li>2. Work with CHMS Finance Department for fuller budget and financial trends analysis.</li> <li>3. Identify long-range financial needs in order to prepare beyond annual cycle.</li> </ol>	Treasurer Executive Director CHMS Finance Team Audit Committee		

<b>GOAL #3</b>	<b>ADVOCATE</b>
----------------	-----------------

<b>Strategy</b>	<b>Action Item(s)</b>	<b>Responsible Position(s)</b>	<b>Deadline</b>	<b>Notes/Status</b>
Monitor and influence legislation; educate members about legal and regulatory issues.	<ol style="list-style-type: none"> <li>1. Review bills, NYS government actions, court actions, etc. and determine which NYAMA will support/oppose.</li> <li>2. Provide routine reporting methodology for all government affairs issues and updates.</li> <li>3. Increase interest and participation in Advocacy Day.</li> </ol>	Lobbyist Legislative Committee President Executive Director		
Promote NYAMA’s role in aviation management to policy makers and decision makers; increase visibility and influence of NYAMA leadership and members.	<ol style="list-style-type: none"> <li>1. Develop and distribute updates to policy makers and decision makers; across NYAMA’s communications platform—especially social media.</li> <li>2. Increase the visibility and influence of NYAMA.</li> </ol>	Lobbyist Legislative Committee President Executive Director		

## **NYAMA – Our Values**

### ***Believe in Strong Aviation Management System in New York State***

A strong aviation management system enhances our profession and the work of our employers & employees.

### ***Member Focus***

Meet the needs and exceed the expectation of members.

### ***Integrity***

Act ethically with accountability for life-long professional development and commitment to excellence.

### ***Collegiality/Networking***

Helping each other through the collective wisdom and experience of our membership. We promote the “water cooler” experience for all members.

### ***Innovation***

Embrace change with creativity and strategic thinking.