



DRAFT STRATEGIC FRAMEWORK 2022-23

Mission – CESSE provides leadership development through networking, education, and the sharing of best practices for the professional leaders of science, technology, engineering, and math (STEM) societies.

Vision – Transforming the future through leadership in science, technology, engineering, and math (STEM).

DOMAINS & GOAL STATEMENTS

Domain: Diversity, Equity, and Inclusion	Domain: Networking and Connections	Domain: Membership	Domain: Education/Program/Conf	Domain: Finance/Sustainability
Goal: CESSE will embody its DEI statement, catalyzing community action and advancing DEI in everything we do.	Goal: CESSE will create opportunities for knowledge networking and connection for STEM society professionals at all roles and levels.	Goal: CESSE will inclusively engage STEM society professionals (CEO and Staff) and meet their professional development needs.	Goal: CESSE will provide education and knowledge exchange opportunities to STEM society professionals at all levels of their career.	Goal: CESSE will grow financially and achieve long term sustainability.
<p>A. Provide approaches and a network of peers to enable STEM society professionals to advance their DEI aspirations.</p> <p>B. CESSE will be a DEI role model within the community.</p>	<p>A. Promote networking among STEM society professionals in all roles and at all levels.</p> <p>B. Create more networking opportunities for non-CEO members.</p>	<p>A. Better define market segments and associated value propositions for each. (e.g., CEO, Executive Suite & Non-Executive)</p> <p>B. Gather and use data to drive decisions - draw on member voices to link membership to programming (e.g., focus groups, tracking engagement, Board actively listening).</p> <p>C. Create an open, safe, and trusted learning and</p>	<p>A. Provide leadership training and opportunities within the STEM community</p> <p>B. Offer the highest quality content and programs for STEM society staff.</p> <p>C. Provide STEM society staff with the opportunity for knowledge exchange.</p>	<p>A. Achieve a balanced budget by 2023.</p> <p>B. Grow partnership revenue.</p> <p>C. Optimize membership revenue.</p> <p>D. Develop non-dues revenue streams.</p> <p>E. Analyze CESSE’s market position.</p>



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		<p>networking environment that promotes and welcomes diverse perspectives and is a model for the STEM society community.</p>				
<p>ONGOING OPERATIONS</p>						
<table border="0" style="width: 100%;"> <tr> <td style="vertical-align: top; width: 50%;"> <ul style="list-style-type: none"> • Board Support • CEO Conversation Circles • CESSE Communities • Communications (website, email, etc.) • Conferences – ACESSE & CEO Meeting • Educational Programs – Webinars, Association Basics, McKinley Program </td> <td style="vertical-align: top; width: 50%;"> <ul style="list-style-type: none"> • Financial Operations • Membership administration (member services, data, billing) • Membership recruitment • Newsletters – Weekly SuCESSE & CESSE monthly newsletter • Partnership – sales & fulfillment • Special Interest Group Meetings </td> </tr> </table>					<ul style="list-style-type: none"> • Board Support • CEO Conversation Circles • CESSE Communities • Communications (website, email, etc.) • Conferences – ACESSE & CEO Meeting • Educational Programs – Webinars, Association Basics, McKinley Program 	<ul style="list-style-type: none"> • Financial Operations • Membership administration (member services, data, billing) • Membership recruitment • Newsletters – Weekly SuCESSE & CESSE monthly newsletter • Partnership – sales & fulfillment • Special Interest Group Meetings
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	Objectives	Strategies
Diversity, Equity, and Inclusion Goal: CESSE will embody its DEI statement, catalyzing community action and advancing DEI in everything we do.	A. Provide opportunities that enable STEM society professionals to advance their organization's and their own DEI journeys.	<ol style="list-style-type: none"> 1. Provide safe and effective forums to allow for the exchange of experiential learnings. 2. Provide communication on key DEI research findings. 3. Provide peer networks to support DEI journeys.
	B. CESSE will be a DEI role model within the community.	<ol style="list-style-type: none"> 1. Ensure that CESSE meetings, webinars, and communications reflect the diversity of STEM societies. 2. Ensure inclusive engagement of STEM society professionals in CESSE. 3. Review and implement methods focusing on equitable access to CESSE. 4. Intentionally create a pathway to provide leadership opportunities.

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	Objectives	Strategies
Networking and Connections Goal: CESSE will create opportunities for knowledge networking and connection for STEM society professionals at all roles and levels.	Promote networking among STEM society professionals in all roles and at all levels.	Identify the networking needs of members and develop program to meet those needs.
	Create more networking opportunities for non-CEO members.	<ol style="list-style-type: none"> 1. Utilize Higher Logic Communities to increase meaningful engagement across all CESSE members. 2. Maximize opportunities for peer to peer and cross functional knowledge exchange.

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	Objectives	Strategies
<p>Membership Experience</p> <p>Goal: CESSE will inclusively engage STEM society professionals and meet their professional development needs.</p>	<p>A. Better define market segments and associated value propositions for each. (e.g., CEO, Executive Suite & Non-Executive)</p>	<ol style="list-style-type: none"> 1. Utilize membership survey data to identify market segments. 2. Develop value proposition based on data from member survey and other research.
	<p>B. Gather and use data to drive decisions - draw on member voices to link membership to programming (e.g., focus groups, tracking engagement, Board actively listening).</p>	<ol style="list-style-type: none"> 1. Conduct a membership survey to provide data. 2. Conduct Board Listening sessions at least 1x/year for all members. 3. Consider conducting focus groups to dive deeper into trends identified through survey.
	<p>C. Create an open and safe learning and networking environment that promotes and welcomes diverse perspectives and is a model for the STEM society community.</p>	<p>Through research, develop best practices for creating an open and safe learning environment that will be used by CESSE in all of its programs/events.</p>



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Education/Program/Conferences Goal: CESSE will provide education and knowledge exchange opportunities to STEM society professionals at all levels of their career.	A. CESSE provides leadership training and opportunities within the STEM community.	<ol style="list-style-type: none"> 1. Gather data to learn what STEM society professionals training and continuing education needs are and implement those findings in all CESSE programs. 2. Increase meaningful engagement across all CESSE Higher Logic communities. 3. Strive to provide programs that offer a diverse representation of presenters (gender, STEM field, ethnicity, org size) offering diverse perspectives and is a model for the STEM association community.
	B. CESSE offers the highest quality content and programs for STEM Society staff.	Research and identify appropriate collaborations and partnerships for content generation and delivery.
	C. CESSE provides STEM society staff with the opportunity for knowledge exchange.	Maximize opportunities for peer to peer and cross functional knowledge exchange.

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Finance/Sustainability Goal: CESSE will grow financially and achieve long term sustainability.	A. Achieve a balanced budget by 2023.	Mange expenses and increase revenue to achieve a balanced budget.
	B. Grow partnership revenue.	<ol style="list-style-type: none"> 1. Build prospective Partner database. 2. Leverage Board and Member relationships to grow Partnerships. 3. Provide high-value year-round Partnership opportunities.
	C. Maximize membership revenue.	<ol style="list-style-type: none"> 1. Evaluate membership models and pricing. 2. Competitive analysis of current and historical membership dues. (ASAE, PCMA, Association Forum, AMSE)
	D. Develop non-dues revenue streams.	<ol style="list-style-type: none"> 1. Reinforce net revenue growth through expanding/enhancing educational programs/offerings. 2. Identify and evaluate opportunities to collaborate on new educational programs that produce revenue.