

Executive Summary: 2026–2027 Strategic Prioritization

The Board has identified **Strategy 1 (Optimizing Member Engagement Frequency)** as the foundational priority for 2026, receiving 11 "Go" votes and the highest number of Rank 1 votes. There is a strong belief that our internal engagement must be perfected before we can successfully execute external communications or high-value revenue streams.

Strategic Hierarchy of Actions

1. **Foundational (2026 Go):** Strategies 1 (Engagement) and 4 (Sections) are viewed as essential for member retention and "infectious enthusiasm".
 2. **Immediate Revenue (2026 Go):** Strategy 3 (Exhibitor Evaluation) is seen as "low-hanging fruit" that can provide immediate financial impact by diversifying revenue streams through the AIM Exhibit Hall.
 3. **Revenue Scaling (2026 Prep / 2027 Go):** Strategy 6 (Body of Knowledge) is recognized as having the highest long-term revenue potential but is considered a "heavy lift" that requires foundational work in 2026 to be successful in 2027.
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2026 Implementation Plan: Moving Toward "Go"

Step 1: Formalize Member Engagement (Strategy 1)

- **Action:** Launch the "small army of the willing" to test varied content types to determine the optimal frequency for perceiving full engagement.
- **2027 Alignment:** Use AI tools to automate the "heavy lift" of content marketing identified by the Board.

Step 2: Section Level Transformation (Strategy 4)

- **Action:** Deploy the Section Survey to capture metrics on current activities and increase industry focus under the national umbrella.
- **2027 Alignment:** Transition thriving local sections into engines for national membership growth.

Step 3: Exhibitor & Continuing Education (Strategies 3 & 5)

- **Action:** Empower members to introduce Liz to new companies and initiate Sarah's online CE offerings as a "proof of concept".

- **2027 Alignment:** Scale CE price points (moving toward a \$400 half-day model) to turn professional development into a meaningful \$50,000+ annual revenue stream.
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2027 Positioning: Long-Term Growth Initiatives

Step 4: Refine the Body of Knowledge (Strategy 6)

- **2026 Task:** Engage Committees to identify high-visibility technical topics and conduct the "legwork" on bulk data migration.
- **2027 Action:** Launch curated, "headlined" content at AIM to drive both sponsorships and an estimated \$100,000 in additional registration revenue.

Step 5: External Communication (Strategy 2)

- **2026 Task:** Align the website's technical infrastructure to handle increased traffic and refine the core "ASABE product" message.
- **2027 Action:** Once internal engagement (Strategy 1) is matured, launch a coordinated external campaign to target new audiences and audiences unaware of AIM.