2020 Strategic Plan
Executive Summary
Southern California Chapter of CoreNet Global
v1.0
Ratified by Board of Directors on March 3, 2020
Dear Members of the Southern California Chapter of CoreNet Global,

Our Chapter has a strong legacy in the Southern California market, extending from Los Angeles, to Inland Empire, Orange County, and San Diego. We connect around the profession of corporate real estate and the importance of the workplace in our diverse and dynamic market. Our success relies on the passion and commitment of volunteer members who serve on committees and lead the Chapter. Through this commitment, our Chapter has become the premier network of professionals who serve, educate, and celebrate corporate real estate in Southern California. This is a legacy and spirit of which we are proud.

As we look ahead, we have great opportunity to build on that legacy and spirit. To meet the needs of our members and achieve even greater heights, it is essential that we build on that legacy and anticipate the future needs of our profession. Over the past year, the Board evaluated our Chapter’s current state, defined a new vision, created forward-thinking governing documents, and, with this document, set forth a 4-year Strategic Plan that will position the Chapter to grow and thrive. In this Strategic Plan, we commit our energies to carry forth the four value statements of CoreNet Global – connect, learn, grow, and belong.

We thank our committee members for their input, as well as pro bono support from McKinsey, The NonProfit Center, and CBRE. We thank our sponsors for their continued support and confidence. Most of all, we thank our members for their passion for the corporate real estate profession and their genuine interest in the long-term growth of our Chapter.

This plan presents the Chapter’s pathway forward and we look forward to you joining us!

Sincerely,

Alex M. Perry  
Chair

Nina J. Desrocher  
President

Todd Anderson  
Vice President & 2020 President
Companies and individuals consider CoreNet Global indispensable to the successful practice of corporate real estate (CRE) in Southern California. We are the premier network of professionals who serve, educate, and celebrate corporate real estate in Southern California.

**VISION**
Companies and individuals consider CoreNet Global indispensable to the successful practice of corporate real estate (CRE) in Southern California.

**MISSION**
We are the premier network of professionals who serve, educate, and celebrate corporate real estate in Southern California.

**STRATEGY**
We serve as the platform and catalyst for our members to Connect, Learn, Grow, and Belong within the corporate real estate profession.

**GUIDING PRINCIPLES**
1. **EXECUTE**: Deliver programs of value; be transparent in operational management
2. **ENGAGE**: Unite members and connect sponsors
3. **COMMUNICATE**: Actively communicate our purpose and value
4. **RECOGNIZE**: Celebrate and appreciate our members, profession, and Chapter
5. **SHARE & SUPPORT**: Support those who need the resources of our Chapter the most
6. **ACCELERATE**: Accelerate value to our members and potential members
4-Year Strategic Plan Summary

Value

CONNECT:
Facilitate unique opportunities to connect members, promote sponsors, and cultivate relationships of value across our profession.

LEARN:
Increase professional competencies through topical educational opportunities and resources.

GROW:
Create the forum to share, recognize, and reward best practices, contributions to, and innovation in the profession to enable personal growth.

BELONG:
Build a vibrant and diverse member-driven organization to be positioned as the organization of choice for corporate real estate.

KPIs

• Grow Membership 5% annually
• Achieve and maintain a renewal rate of +72% annually; 75% in FY 2022 and 2023

ANNUALLY

• Host regional networking events (such as tours, demos, and socials) once per quarter (4 per year)
• Incorporate End User only components to at least 4 events per year
• Host at least 3 unique events for Young Leaders per year
• Host the annual Golf tournament

FY 2020

• Create a Communications Strategy and Plan; execute
• Host an educational event (such as panels, expert speakers, etc.) once per quarter (4 per year) across geographies
• Grow the LevelUp brand; offer more (2 per year) discrete member training "modules"
• Host an annual signature learning event
• Conduct at least one joint event with a local university or college per year
• Host the REmmys as a signature event to recognize excellence in our profession, locally
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FY 2021

• Create a new website
• Develop an outreach strategy to feature CoreNet Global to local (at least 1/region) colleges and universities
• Create a volunteer leadership training program to grow our leaders
• Create a committee recruitment and training strategy to activate membership

FY 2022

• Commence a networking breakfast series
• Develop an outreach strategy to feature CoreNet Global to local (at least 1/region) colleges and universities
• Create a volunteer leadership training program to grow our leaders
• Create a committee recruitment and training strategy to activate membership
• Apply for CoreNet Global Chapter of the Year award

FY 2023

• Create a Chapter Member app
• Facilitate hosting CoreNet classes to enable continuing ed credentials to be achieved locally (in conjunction with CoreNet Summit West coast location)
• Create a new strategic plan

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