Northern California Strategic Plan (Rolling)

	LEARN *To provide educational programs and forums to learn and share knowledge.*	CONNECT *Provide forums to network with peers and thought leaders in social and professional environments.*	GROW *Offer opportunities to grow personally and professionally.*	LEAD *Provide a provocative voice to lead our profession beyond "bricks and mortar " toward focus on the future of the organization.*
Always	• Monthly Chapter meetings • Access to learning programs • **Support** CRE Forums and small group roundtable knowledge share • Web-accessible content • Podcasts • Newsletters • Peer-to-peer exchanges • Global Summit Attendance	• Geographic Reach – Local Programs ○ Bay Area ○ Sacramento • Special events ○ CRE Honorees ○ Golf ○ Holiday party ○ CRE Alumni ○ Sponsor Appreciation ○ VIP Events ○ Day on the Bay • SIGS ○ Corporate RE ○ IT/Technology ○ University Outreach Research Program ○ Social Media ○ End User	• Grow leadership skills through Chapter engagement ○ Volunteer opportunities ○ Operating committees ○ Chapter leadership ○ Speaking/presentations • Community engagement ○ Summit projects ○ CoreNet Apprentice Program ○ Community projects • Member surveys • New member orientation events • Website tools • Mentor/Mentee Program	• Equity, Inclusion & Belonging • Membership recruitment and retention • Industry Integration • Student Advocacy (CAP Interns) • EU and SP Alignment • Cross Industry enrichment (Corp., Health Care, Life Sciences, Education, Govt.) • Media Education
Expand	• Affiliate with Universities • Newsletter • Develop original content	• Online technology: virtual platforms and video • Volunteer appreciation • Other industry Association outreach • Increase Global CoreNet connections • Podcasts, Social	• Social Media Networks • Website tools • Targeted outreach to "missing" end-user companies • Mentor sponsors • Attract early-in-career	• Digital media • Increase membership by 10% • Volunteer recruitment • Young Leader/End User recruitment • Data Analytics
Aspire	• Webinars • Push meaningful content to CNG Global, **other chapters** • Affiliate with other industry groups like (IFMA, AFE, BOMA, SHRM, AIA, ISPE)	• Interest centered communities and SIGS (small programs) • Connect with other CoreNet Chapters – West Coast, NY, Chicago, etc • Increase connection to members in post-COVID environment	• Social Media Networks (Twitter, Instagram, Linked-In)	• Public Policy Influence • Thought Leadership • CoreNet Global Awards (e.g.Chapter YL of/Year, RE of/year, Distinguished Leader of/year)

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