

NorCal Strategic Plan (Rolling)

	LEARN <i>To provide educational programs and forums to learn and share knowledge.</i>	CONNECT <i>Provide forums to network with peers and thought leaders in social and professional environments.</i>	GROW <i>Offer opportunities to grow personally and professionally.</i>	LEAD <i>Provide a provocative voice to lead our profession beyond “bricks and mortar” toward focus on the future of the organization.</i>
Always	<ul style="list-style-type: none"> Monthly Chapter meetings Access to learning programs Support CRE Forums Web-accessible content Podcasts Newsletters Peer-to-peer exchanges Global Summit Attendance 	<ul style="list-style-type: none"> Geographic Reach – Local Programs <ul style="list-style-type: none"> Bay Area <ul style="list-style-type: none"> Sacramento Special events <ul style="list-style-type: none"> CRE Honorees Golf Holiday party CRE Alumni Sponsor Appreciation VIP Events SIGS <ul style="list-style-type: none"> Corporate RE IT/Technology University Outreach 	<ul style="list-style-type: none"> Grow leadership skills through Chapter engagement <ul style="list-style-type: none"> Volunteer opportunities Operating committees Chapter leadership Speaking/presentations Community engagement <ul style="list-style-type: none"> Summit projects CoreNet Apprentice Program <ul style="list-style-type: none"> Community projects Member surveys New member orientation events Website tools Mentor/Mentee Program 	<ul style="list-style-type: none"> Membership recruitment and retention Industry Integration Student Advocacy (CAP Interns) EU and SP Alignment Cross Industry fertilization (Corp., Health Care, Bio, Education, Govt.) Media Education
Expand	<ul style="list-style-type: none"> Podcasts Continuing education – MCR, SLCR, QPCR and other professional certifications Affiliate with Universities 	<ul style="list-style-type: none"> Volunteer appreciation Other industry Association outreach Increase Global CoreNet connections Podcasts, Social 	<ul style="list-style-type: none"> Social Media Networks Website tools Targeted outreach to “missing” end-user companies Mentor sponsors 	<ul style="list-style-type: none"> Media and Public Relations Increase membership Volunteer recruitment Young Leader/End User recruitment
Aspire	<ul style="list-style-type: none"> Webinars Push meaningful content to CNG Global, other chapters Engage with other industry groups like IFMA, AFE, BOMA, SHRM 	<ul style="list-style-type: none"> Interest centered communities and SIGS (small programs) Connect with other CoreNet Chapters (West Coast, NY, Chicago, etc) 	<ul style="list-style-type: none"> Social Media (Twitter, Instagram, Linked-In) 	<ul style="list-style-type: none"> Public Policy Influence Thought Leadership CoreNet Global Awards (e.g. Chapter YL of/Year, RE of/year, Distinguished Leader of/year)

Bold = 2019/2020 Imperative and/or Goal

Ratified May 16, 2019



Northern
California
Chapter



Connect.

Learn.

Grow.

Lead.