# NorCal Strategic Plan (Rolling)

**LEARN**  
To provide educational programs and forums to learn and share knowledge.

- Monthly Chapter meetings
- Access to learning programs
- Support CRE Forums
- Web-accessible content
- Podcasts
- Newsletters
- Peer-to-peer exchanges
- Global Summit Attendance

**CONNECT**  
Provide forums to network with peers and thought leaders in social and professional environments.

- Geographic Reach – Local Programs
  - Bay Area
  - Sacramento
- Special events
  - CRE Honorees
  - Golf
  - Holiday party
  - CRE Alumni
  - Sponsor Appreciation
  - VIP Events
- SIGS
  - Corporate RE IT/Technology
  - University Outreach

**GROW**  
Offer opportunities to grow personally and professionally.

- Grow leadership skills through Chapter engagement
  - Volunteer opportunities
  - Operating committees
  - Chapter leadership
  - Speaking/presentations
- Community engagement
  - Summit projects
  - CoreNet Apprentice Program
  - Community projects
- Members surveys
  - New member orientation events
  - Website tools
  - Mentor/Mentee Program

**LEAD**  
Provide a provocative voice to lead our profession beyond “bricks and mortar” toward focus on the future of the organization.

- Membership recruitment and retention
- Industry Integration
- Student Advocacy (CAP Interns)
- EU and SP Alignment
- Cross Industry sterilization (Corp., Health Care, Bio, Education, Govt.)
- Media Education

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**Ratified May 16, 2019**

*Bold = 2019/2020 Imperative and/or Goal*