

# STRATEGIC PLAN 2023-2024



## INCREASE MEMBERSHIP

Improve communications with website refresh, key messages, and new outreach activities

Increase partnerships with government individuals and organizations.



## IMPROVE SERVICE DELIVERY

Increase availability of workplace resources

Explore networking events

Continue to offer career development, learning, and strategic advisory services to members

Ensure services meet members' needs.



## CHAMPION OUR MEMBERS

Identify emerging and systemic issues

Share findings and recommendations with government decision-makers

Advocate for systemic change.



## ENSURE SUSTAINABILITY

Review BCEEA priorities annually

Engage in succession planning for key organizational roles

Focus on Board members' development and engagement.