

## 2024 SAME National Office Priorities supporting the Strategic Plan

**Improve Connectivity Across Departments:** To optimize our talent as a team, we need to recommit how we as staff communicate initiatives and efforts across the office and with stakeholders to ensure awareness, take advantage of synergies, better integrate, and amplify work being done.

**Evolve Support to Posts, COIs, Other Groups/Programs:** As we look, strategically, to “operationalize COIs” and grow programs like Camps, Credentialing, and LDP (to name just three), in addition to "support Posts," we need to take a more holistic view of how we resource all activities while also leaning forward technologically (e.g., Higher Logic).

**Support the Strategic Plan:** Double-down on our IGE and Leader Development mission and what makes SAME unique in the marketplace while looking for more opportunities to highlight impact and success stories that will drive membership growth, participation, and collaboration.

**Leverage Engagement of Events to Promote Value Year-Round:** Take advantage of the strong demand signal for SAME events and build on their success to better extend the value they derive throughout the year—from education and training to market research and networking (and in doing so, generate more return on the investment of time and resources they require from staff/others).

**Embrace and Enable the SAME Foundation to Thrive:** For the SAME Foundation to continue growing its brand, fundraising, and programming, and for the Society to benefit from further investments in STEM/leader development given the direct linkage between the two entities, we need to bolster how it helps the Society achieve our mission and identify budget-related areas where it can expand outcomes and offset operational requirements.