

Strategic Planning, Begin with the End in Mind

Roxie Price (GA), Immediate Past President

Start now and develop a strategic plan for your professional development experience during our annual conference in Michigan. Think about your intentions. What would you like to get out of the conference? What sessions will you attend? Prepare to meet fellow professionals with common goals, possibly from other states. This is the perfect opportunity to start multi-state collaborative efforts. It is not possible to attend every session; however, you can form an alliance of colleagues to bring back as much material as possible. Begin with a mission of meeting colleagues from other states to form multi-state partnerships. Networking is one of the great benefits of being a member. Working smarter has never been more fun.



Throughout the years, the NEAFCS Strategic Plan has not changed a whole lot due to the nature of our goals. What does change are the methods we utilize to reach these goals. According to member surveys released prior to the 2020 Strategic Plan review, topics that rose to the top included: using technology to benefit members, mentorship opportunities, and making resources available to members through our website. In less than a year of the strategic plan implementation, we have released a mentoring program titled *NEAFCS Leadership Experience*. Using technology, recordings of concurrent sessions will be made available for members after the conference. New this year, members will be able to attend national committee meetings by video conferencing. A webpage was added to our website to make resources available to members by subject area. Finally, be on the lookout for a new ambassador program. You can review the NEAFCS strategic plan [by clicking here](#).

A plan is good, but a strategic plan is great. It all starts with an end in mind. The best plans begin with visualizing the victory ahead.