2016-2018 Strategic Plan

**Member Engagement**
- Engage members more quickly and deeply
  - Increase meeting attendance
  - Expand member engagement in OVCT activities
  - Reduce non-renewals

**Branding**
- Establish OVCT as a recognized, respected, & “go-to” resource for health & human services
  - Increase OVCT visibility
  - Increase awareness of members’ impact
  - Promote reframing language

**Infrastructure**
- Build a solid foundation
  - Create actively used mission, vision, & values statements
  - Retain members in 403(B), ancillary services and health plans
  - Increase products & services for members
  - Ensure financial viability

**Standards**
- Act on key strategic internal and external opportunities
  - Increase cultural proficiency
  - Support the development of strong leaders
  - Employ best practices

**Advocacy**
- Establish OVCT as the recognized leader in advocacy for HHS in Central Texas
  - Develop process for determining advocacy positions
  - Deepen relationship with public officials
  - Increase HHS investment
  - Mobilize members
  - Train on advocacy