Goal 1: Enhance value proposition for members

1. Effectively communicate the LMI Institute’s role and value to stakeholders
   a. Disseminate marketing materials to highlight LMI and the Institute
   b. Develop on-going communication program with key Federal leaders
   c. Manage and enhance the content and design of Institute website
   d. Strengthen external stakeholder relations
   e. Customize Institute’s messaging of core competencies and capabilities

2. Increase membership recruitment and retention
   a. Produce webinars for the LMI Institute
   b. Manage membership services
   c. Develop and implement strategies for engaging LMI Directors of non-member states
   d. Develop and implement proactive strategies for attracting affiliate members
   e. Develop process for sharing best practices
   f. Convene gatherings of subject matter experts
   g. Conduct research on the needs of LMI customers

Goal 2: Expand and align capacity in WLMIS to solve user problems

1. Provide an excellent LMI Forum
   a. Provide staff support to conference planning subcommittee

2. Deliver, enhance, and expand training
   a. Deliver existing training programs
   b. Administer training assessments
   c. Administer customized trainings
   d. Identify and recruit instructors/curriculum developers
   e. Undertake annual review of broader user community
   f. Develop on-line training (i.e., e-learning) to supplement in-person training
   g. Develop new webinar and in-person offerings

3. Develop data products that meet customers’ needs
   a. Update, enhance, and market the products
   b. Develop new products

Goal 3: Manage the LMI Institute Association Operations

1. Provide excellent, organizational, and financial management services
   a. Provide staff support to the LMI Institute Board of Directors
   b. Manage the budget and provide quarterly financial statements
   c. Identify and engage intermediaries that align with the Institute's mission/vision