



2018-2020 LMI Institute Strategic Plan by Goal, Strategy, and Action

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