

Section 4 – Strategic Directions

UPDATE: In the Fall of 2015 a Reorganization Task Force was appointed to develop a plan for LLAMA’s future. Initial discussions were held at the 2016 Midwinter Meeting and a preliminary plan was adopted by the Board at the 2016 Annual Conference. In the Fall of 2016 LLAMA plans to submit new bylaws to the membership for a vote on ratification.

Overview

LLAMA has moved from a traditional three-year strategic planning process to an ongoing cycle of development, implementation, assessment, and adjustment of **strategic directions** that guide the work of the organization. The directions are shaped by conversations with members and at each Board meetings, and are implemented by sections, volunteers, and members. Strategic directions and/or goals beneath them may be updated, changed or declared accomplished based on evaluation and member needs.

2016-17 Strategic Directions

Provide targeted, high quality professional and leadership development opportunities

- Deliver wide ranging continuing education in leadership and management, both online and in person
- Articulate leadership competencies that support the profession

Create a welcoming and inclusive community for members and potential members

- Provide expanded opportunities for leadership
- Foster connections between members, whether virtual or face to face
- Recruit a diverse membership and seek diverse perspectives
- Be inclusive of regional and international audiences

Be a model for innovation

- Actively pursue ideas and collaborations that foster growth and fulfill member needs
- Simplify the organization and break down silos within the organization
- Encourage dynamic and nimble problem-solving



Previous Strategic Plan

LLAMA's [2012-15 LLAMA Strategic Plan](#) was adopted by the Board in December 2011. It focused attention on three strategic themes: 1) member engagement and value, 2) leadership development and continuous learning, and 3) organizational excellence. Each theme had a goal statement and key objectives. The Board conducted a [final evaluation](#) of the plan during the 2015 Annual Conference.

Section and Committee Planning and Reporting

After each conference, section chairs and division committee chairs are required to submit to the office the Section/Division Committee Reporting Form that summarizes section activity for the previous six months. The form also includes an optional budget request for new projects. In 2016, the due dates for Section/Division Committee Reporting Form are February 12 and July 22. See Section 11 for a copy of the form. The forms will be compiled for review by the Board. They are a key component for measuring progress on the strategic plan.