

IPCUS Strategic Plan: 2020-2022

OVERALL STRATEGIC PRIORITIES SUMMARY

The Strategic Planning Committee went through the 27 deliverables that were decided upon for each of the milestones and prioritized them, since it was not realistic that we could work on all of them. Among other important initiatives, IPCUS will focus particular effort in achieving the following critical priorities to better serve Ports and members and strengthen the effectiveness and efficiency of the Association..

Upon approval of this plan, committees and/or task forces will be formed to carry out these deliverables with the staff for this year.

In 2020, IPCUS will . . .

- [IPCUS Value Proposition] Identify possible benefits and services that IPCUS could provide to enhance the value of membership.
- [IPCUS-IPCUS Local Port Relations] Develop a regular process to identify key industry issues around the globe that IPCUS and IPCUS local ports can jointly address. (The process could include regular polling and/or regional webinars to identify and discuss industry issues.)
- [IPCUS-IPCUS Local Port Relations] Train Regional Vice Presidents on their roles and responsibility to support IPCUS local ports.
- [Source for the 'State of the Industry'] Continue to enhance the IPCUS website as a robust source of industry news and information.
- [IPCUS Communication] Evaluate the WAVE and determine the best delivery mechanisms for communicating with members and IPCUS local ports.
- [Membership Development] Create a package for prospective IPCUS local ports and a getting started package for new IPCUS local ports to support start-up of operations, activities, etc.
- [Membership Development] Develop guidelines and incentives to support IPCUS local ports membership development efforts.
- [Collaboration and Relationship-building] Create a matrix of other organizations and their primary focus, mission, initiatives, etc. to identify potential partnerships.

- [Industry Development] Catalog IPCUS local port activities in industry development and identify where these clubs are having success.
- [IPCUS Capacity] Conduct a resource assessment to determine anticipated capacity needs to achieve the strategic plan (human, financial, volunteer, etc.).