



## **2019-2022 MSA NEXT Strategic Plan**

*Adopted October 2019*

## **Introduction**

The MSA NEXT Committee developed this strategy during a session April 2, 2019 in San Diego. The plan provides a roadmap for the group through 2022 to define desired outcomes and provide clarity of purpose. It is designed to align the group's activities for maximum impact on behalf of MSA as a whole. The strategic planning group included two members of the MSA Board of Directors to ensure alignment with the overall organizational intent for MSA NEXT.

As this plan is implemented, MSA NEXT will meet annually to evaluate progress towards strategic goals and address timelines, or make changes where necessary.

## **Strategic Plan Definitions**

Following are brief definitions for the terms used within this strategic plan document.

**Strategic Goals:** A broad outcome statement based on a critical issue which requires MSA NEXT's attention, focus and action. It must have significant and meaningful impact on our ability to realize our mission.

**Objectives:** A precise and measurable statement of what will be done to support the achievement of a strategic goal.

**Action Steps:** Specific tasks or projects critical to achieve the objectives and overall strategic goals.

## MSA NEXT 2019-2022 Strategic Plan

### Goal:

Grow membership in MSA by encouraging and enabling a culture that embraces inclusion, collaboration, technology and innovation that attracts future generations of MSA members, association leaders, and nonprofit retail advocates.

### Audience:

The core constituency and audience of MSA NEXT are individuals who self-identify as young professionals working in the nonprofit cultural retail industry.

#### Objective 1:

Establish an MSA NEXT Community for young professionals both online and in-person, using digital tools and local and national events that encourage building connections in ways that are comfortable for this audience of digital natives.

##### *Action Steps*

- 1.1 Establish an online community that attracts and engages young member and non-member nonprofit retail professionals for relationship building and knowledge-sharing
- 1.2 Create playbooks for chapters, city groups and others to host in-person local MSA NEXT events that help young professionals build local connections and communities.
- 1.3 Continue to host gatherings of MSA NEXT community members at national events, including MSA FORWARD

#### Objective 2:

Share ideas and experiences from the MSA NEXT Community with all MSA members through regular communications, mentorship, and training that enable members to more effectively use technology, build cross-generational connections and drive innovation within the association.

##### *Action Steps*

- 2.1 Establish a website repository for the MSA NEXT Committee to share activities, white papers and other information related to the committee and its activities with all members.
- 2.2 Host virtual think tanks on topics identified by the MSA NEXT Committee, including trend forecasting, job level discussions and other trending topics
- 2.3 Enable MSA members to more effectively use technology in ways that drive additional connections and innovation within MSA as an association.
- 2.4 Identify future MSA leaders and encourage them to contribute content and/or take on roles within MSA committees, task forces, etc.
- 2.5 Create a cross-generational mentorship program for MSA members that helps build one-to-one connections to grow understanding and share perspectives.