

2023-2025

# STRATEGIC PLAN WIGS

(Wildly Important Goals)



**PROTECT**  
Real Estate

- Launch Advocacy Awareness campaign to increase participation by 25%
- Provide Major Investor testimonials to members
- Create value proposition piece for RPAC
- Host Emerging Issues Forums on key topics
- Promote new agent involvement in Government Affairs



**GROW**  
Professionally

- Evaluate and update committee structure
- Increase education offerings by 20%
- Offer one designation/certification class each year
- Revise Code of Ethics class for 2023 to make more current
- Offer a non-CE business planning course
- Launch C2EX Campaign to increase endorsed members by 20%
- Evaluate and expand tools and resources available to members



**CONNECT**  
to Engage

- Launch a bring-a-guest program, driven by leadership and committee chairs, to increase member participation in committees and events, and incorporate recognition incentives
- Create small connection and/or interest groups
- Implement personal contact by leadership to each new member
- Implement leadership self-succession recruiting plan
- Create icebreakers/social mixers in conjunction with events
- Define St. Charles REALTORS® values and value proposition
- Gather and analyze demographic and statistical member data to better understand and reach diverse membership
- Evaluate and update internal and external communication strategies
- Develop/implement a diversity, equity, and inclusion strategy to ensure that our committees, BOD, events, and activities are representative of our diverse membership and to welcome/encourage the inclusion of fresh voices/ideas

