



NORTH FLORIDA

2009-2010 Strategic Plan

our vision

Create a sustainable community in North Florida
inspired by green building within a generation

our mission

Promote sustainable development and green building in North Florida
through open, collaborative education and leadership

our guiding priorities

EDUCATION

Educate, inspire and
empower

ORGANIZATIONAL EXCELLENCE

GROWTH

Regional coverage,
membership, and revenue

IMPACT

Chapter's
effectiveness

our specific goals

Strive for 50% of
membership to
attend a USGBCNF
educational event

Recruit enough
qualified instructors
for anticipated
demand

Educate the decision
makers on the
benefits of
sustainability
in our region

Tackle policy guidelines and
best practices manual
by end of 2009

Identify and train next
generation of leadership
("raise up our membership")

Pick and measure key
Chapter metrics

Increase membership by
10% (3% of the 10% should
come from outside counties)

Create a good first
experience for potential
members

Set up an effective recruit
and retention membership
system

Create effective
metrics that can be
used as a tool

Double the
Chapters's generic
contacts and touches
– expand reach

Increase our strategic
alliances