



FRATERNITY COMMUNICATIONS ASSOCIATION

MISSION

To enhance fraternity communications through the exchange of ideas, experiences, and information.

VISION

To be an indispensable asset to the fraternal movement, to challenge members to imagine a better way of communicating, and to provide an enriching membership experience.

VALUES

Education, Networking, and Recognition

2020-2024 STRATEGIC PLAN

Education: Develop and offer hallmark programs and resources that are applicable to FCA's diverse membership and empower members to be experts in their field.

1. Increase Annual Conference attendance (full duration) to 150 by 2024. (133 in 2019)
2. Define specific educational outcomes of Annual and Midyear conferences by 2022.
3. Offer four opportunities for communications critiques per year by 2023.
4. Develop and distribute a new member onboarding communication by 2022.
5. Create content calendars for FCA eNews and blog by 2021.
6. Offer digital resources that cater to different member communication needs by 2024.
7. Offer bi-monthly virtual roundtables by 2021.

Networking: Foster an essential community that provides supportive relationships, resources & inspiration, and encourages professional development.

1. Improve development of future leaders of the association.
2. Maximize data potential through conducting ongoing data audits and use of audience segmentation.
3. Continually increase membership and resources to drive membership value and member growth.
4. Streamline new member experience and expand networking opportunities available throughout the year by 2022.
5. Distribute an Annual Survey Report by 2024.
6. Annually review networking opportunities offered by the Association.

Recognition: Highlight and promote outstanding achievement in service, campaigns, writing, design, and other platforms.

1. Review and improve awards processes to increase quality of submissions and achieve the goals each member organization seeks
2. Establish a vision for the Centennial Celebration with milestones to ensure a successful event by 2020.
3. Develop and execute the Centennial Celebration vision and plan through 2023.
4. Demonstrate FCA's unique value as an authority for our industry.
5. Enhance communications critiques service through a redesigned pricing structure, critique options, and panel.

All dates in the plan reference the conclusion of the Annual Conference, typically held in April/May of each year (e.g. "By 2021" means by conclusion of the 2021 Annual Conference).