

Iowa Recycling Association 2017 Strategic Plan

- Mission:** A membership-based organization dedicated to advancing effective recycling by sharing resources, education and advocacy opportunities
- Vision:** An Iowa where every material that can be reused or recycled is put to its highest and best use

Goal 1: Review and enhance membership benefits, especially for attracting new business members (*Membership Committee*)

Objective 1: Improve communications with new members

Objective 2: Develop ways to increase our visibility and attract new members

Objective 3: Bring value to the membership Objective 4:

Get membership involved with the IRA Objective 5:

Develop and implement a retention strategy

Goal 2: Diversify programming based on member and potential member demand and interest (*Program Committee*)

Objective 1: Develop a formal system for program development

Objective 2: Plan programming for the specific purpose of networking and engaging more diverse membership

Objective 3: Provide educational resources to legislators, recycling professionals, businesses and other related organizations and interested parties

Goal 3: Establish long-term financial stability (*Development Committee*)

Objective 1: Build a cash flow fund

Objective 2: Develop and implement a financial procedures manual

Objective 3: Develop a long-term plan for financial stability

Goal 4: Establish communication efforts and tactics specific to each target audience (ie. manufacturing, private businesses, public organizations, waste haulers, individuals, etc.)

(Communications Committee)

Objective 1: Develop a social media strategy based on member needs

Objective 2: Increase awareness of IRA mission and resources

Objective 3: Be a recognized resource for recycling and recycling-related information

Goal 5: IRA Operations *(Executive Committee)*

Objective 1: Review and revise bylaws

Objective 2: Formalize operating processes and procedures to support by-laws

Objective 3: Develop a strategy to recruit a diverse slate of candidates for the board