

CCCA COMPONENTS OF 2015 STRATEGIC PLAN

Goal	Assigned	Plan Description	Timeline	Status
Complete succession planning program	Sam Olivito/Officers	New Executive Director and ensure seamless transition	By June 30, 2016	Pending
Increase membership- Los Angeles County (1 year) adjacent counties (2nd year)	Membership Committee/Staff	Increase membership	By June 30, 2016	In Progress
Review Nominating Committee governance process	Bylaws Committee	Review bylaws and make recommendations	By June 30, 2016	Pending
Increase legislative efforts	Legislative Committee	Additional meetings with local government and leadership on 1:1 basis	Immediately- September 2015	Pending
Increase educational efforts	Legislative Committee	Prepare outline for education programs to ensure effective legislative advocacy	By June 30, 2016	Contact Anthony Gonsalves
Improve participation of member cities that do not engage as much	Membership Committee	Reach out to inactive and potential cities	Ongoing	In Progress
Improve marketing/branding	Marketing Committee	Improve marketing and branding of the organization	Immediately	In Progress
Review Associates Program	Associate Members Committee	Review the criteria and application. Solicit more Associate Members.	Review June 30, 2016 Revisit June 30, 2017	Pending