



# Strategic Plan: 2024-2026

Mission : Empowering those who promote empathy through education.

## Elevate Engagement to Foster Membership Retention and Growth

- Grow our membership by actively promoting brand awareness to attract new members who align with our organization's mission and values.
- Promote resource awareness and use among our members, ensuring they benefit from and leverage the available resources effectively
- Enhance member-to-member engagement to create a vibrant and interconnected community, fostering meaningful connections and collaboration among our members

## Empower Members with Quality Resources and Information

- Reimagine the resource library to provide resource sharing and foster collaboration.
- Reimagine HEQ to a blog format to better align resource allocation with member engagement and value
- Support humane education advocacy with educational resources and initiatives to legitimize the field

## Increase Opportunities for Networking and Professional Development

- Reimagine the conference experience in order to better reflect member wants and needs.
- Provide virtual professional development opportunities to enhance member learning, interaction and participation, creating a more connected and active community

## Strengthen Our Foundation for the Future

- Empower and optimize board operations to drive organizational excellence and sustainability
- Prioritize fiscal responsibility to ensure sustainable financial health
- Foster an inclusive and diverse APHE community