



## Associations North 2026–2028 Strategic Plan

*Built for You. Designed to Move Associations Forward*

This strategic plan outlines how Associations North will invest in community, leadership, and sustainability to better support association professionals. It is designed with members at the center—focused on connection, relevance, and long-term value.

### Our Purpose

- Mission: To advance and serve the association management profession in Minnesota, North Dakota, and South Dakota.
- Vision: Our members and their associations thrive and grow.

### Our Values

- Trust – Lead with integrity and accountability.
- Connect – Build meaningful relationships and community.
- Advance – Empower leaders to grow and lead with confidence.
- Innovate – Stay curious and future-focused.

## 2026 – 2028 Strategic Priorities

### Grow Together: Community + Connection

We will strengthen the relationships and networks that make Associations North powerful.

#### What this means for members:

More meaningful peer connections; Stronger communities by role and career stage; Programs and experiences that keep you engaged year-round

How you'll see it: Refreshed and expanded member programs; New learning formats and certifications

### Elevate Impact: Leadership + Innovation

We will help association leaders lead with confidence, clarity, and forward-thinking practices.

#### What this means for members:

Leadership development that is practical and relevant; Support during moments of growth, change, or transition; Exposure to emerging ideas, tools, and best practices

How you'll see it: Continued growth of Executive Edge and CEOSync; Expansion of Sync experiences for senior staff, SyncUp; New innovation-focused sessions, partnerships, and resources

### Fuel Long-Term Impact: Sustainability + Value

We will ensure Associations North remains strong, adaptable, and member-focused.

#### What this means for members:

Continued investment in high-quality programs; Smarter systems that improve your experience; A strong association positioned for the future

How you'll see it: Evaluation and enhancement of the membership model; Strong Mission Partner and sponsorship relationships; Improved technology to support engagement and efficiency.