



STRATEGIC PLAN

Objective One

YP Bartlesville will promote Bartlesville as a desirable location for young professionals to live, work and play.

Strategic Initiatives

- Provide opportunities for YPs in Bartlesville to come together for social, professional, and recreational activities.
- Get involved with public discussions that impact YPs in Bartlesville.
- Provide an avenue for YPs new to Bartlesville to connect with other YPs with like interests.
- Strive to enhance the image of diversity in Bartlesville.
- Promote and/or organize events (big and small) that bring YPs together in a social setting.
- Support local businesses owned by young professionals through sponsorship programs, events and networking opportunities.
- Encourage young professionals to volunteer for local non-profit organizations.

Objective Two

Support and promote initiatives that attract new businesses and employment opportunities to Bartlesville.

Strategic Initiatives

- Help bring attention to Bartlesville's area attractions and business environment.
- Promote the wants and needs of the YP demographic with respect to retail, entertainment, and recreation.

Objective Three

YP Bartlesville will provide area young professionals with opportunities to develop professionally and network, allowing them to contribute both to the success of YP Bartlesville and their corporate/organizational objectives.

Strategic Initiatives

- Obtain information to determine what members' wants and needs are in the areas of professional development and networking.
- Use this information to create a balanced mix of programs and networking opportunities over time.

Objective Four

YP Bartlesville will develop a solid membership base, who are actively involved.

Strategic Initiatives

- Implement a sound membership marketing plan, enhancing each member's experience to increase value and satisfaction.
- Survey the membership on a consistent basis to measure satisfaction and identify improvement opportunities.
- Set yearly retention and recruitment goals.
- Provide volunteer opportunities and enhance volunteer development at all levels of the organization
- Identify future leaders and develop their leadership skills to ensure consistent leadership of the organization.