



Board Strategic Planning

2016 Goals

January 19, 2031

Open Space Alliance Strategic Planning • January 19, 2013

Practical Vision: “What will OSA have in place by 2016?”

2016 Goals	Contributing Ideas
<p>1. OSA has 12 Board members and a network of 30 active volunteers</p>	<ul style="list-style-type: none"> • OSA Board members represent the diversity of the Albuquerque area community. • 10 to 12 active Board members. • The Board has strong committees that support Open Space Division projects.
<p>2. OSA has broad name recognition throughout the Albuquerque area.</p>	<ul style="list-style-type: none"> • OSA has expanded its name and presence in the community, e.g., we have an advertising person on the Board. • The City of Albuquerque is seeking OSA input for its annual planning. • OSA has a clear sense of identity distinct from OSD. • There is a range of activities for community involvement.
<p>3. OSA has 200 members.</p>	<ul style="list-style-type: none"> • Improved membership recruitment and retention results in a 100% increase in members.
<p>4. Annual fundraising is \$25,000 from all sources, including:</p> <ul style="list-style-type: none"> ➤ Annual events for the Open Space user community ➤ Annual donations ➤ OSA-written grants ➤ The Visitor Center Gift Shop 	<p><i>Re: Annual Events:</i></p> <ul style="list-style-type: none"> • OSA is the lead for two special events at the OSVC • OSA sponsors and organizes two events per year • At least two fundraising events by OSA <p><i>Re: Grants:</i></p> <ul style="list-style-type: none"> • OSA acquires 3-4 grants per year • OSA has a clear grant application process • OSA has an effective policy for grant applications and donations <p><i>Re: Donations:</i></p> <ul style="list-style-type: none"> • At least 25 corporate sponsors (@ at least \$1000/year) • 4-5 figure sponsorships • OSA donations/gifts increase by 25% per year <p><i>Re: Gift Shop:</i></p> <ul style="list-style-type: none"> • The Gift Shop provides a reliable funding stream • An ongoing, profitable Gift Shop • The Gift Shop is running a profit

