

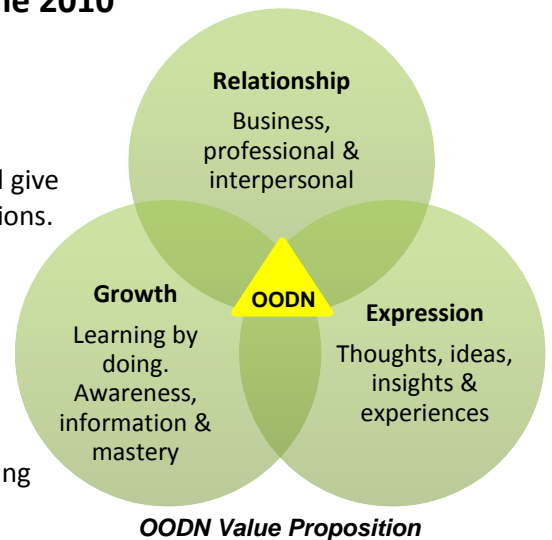
## Strategic Direction Summary, June 2010

**Value Proposition:** Meeting members’ needs for...

**Mission:** Oregon ODN provides opportunities to connect, learn, and give back to the community for anyone interested in improving organizations.

**Core Values:**

- **Integrity:** Honoring our commitments
- **Participation:** Sharing in the work of the organization and broader community
- **Excellence:** Applying the values and practices of OD
- **Welcoming:** Being a diverse, inclusive, respectful and nurturing organization
- **Fun:** Not taking ourselves too seriously



**2013 Vision:** Oregon ODN is a vibrant organization with a community of engaged members, sponsors, and affiliates.

**By the end of 2013, Oregon ODN will be:**

- 300 members strong (including 25 organizations)
- Recognized as “The OD resource” by organizations doing business in the metro region
- Seen as an “outstanding value proposition” by 90% of member survey respondents
- Led by a fully staffed board and extended team(s)

Strategy	Metric	Owner & Partners
1. Deliver consistently great programs (see value proposition)	% member participation # participants program evaluations	<b>Programs VP</b> Marketing/Outreach VP Membership VP
2. Delight our members	member survey results % program participation program evaluations # consulting opportunities % turnover	<b>Membership VP</b> Communications VP Programs VP
3. Strengthen and expand alliances	# sponsor & affiliate organizations # affiliate program participants	<b>Marketing/Outreach</b> Board of Directors
4. Leverage and grow CCP	# clients served # success stories published # members participating	<b>CCP Coordinator</b> Communications VP
5. Educate and engage the broader business community	assessment program built # assessments conducted # new sponsor organizations # consulting opportunities created	<b>Vice-President</b> Project Team Communications VP Marketing/Outreach VP