



Cape Cod Young Professionals

Summary of Strategic Plan

2012–2014

Leadership Team

Anne Van Vleck, Executive Director
Christopher J. Ward, President, Board of Directors
Lisa Guyon, Vice President, Board of Directors
Abby Adams, Vice President Elect, Board of Directors
Matt Cole, Treasurer, Board of Directors
Jeni Landers, Secretary, Board of Directors
Jennifer Armandi, Board of Directors
Jennifer Bayuk, Board of Directors
Amanda Converse, Board of Directors
Jeff Cotto, Board of Directors
John Curley, Board of Directors
Mairead Graf, Board of Directors
Michael Patterson, Board of Directors
Melissa Sanderson, Board of Directors
Jeff Viamari, Board of Directors

Vision

To become a hub of opportunities for young professionals to shape the Cape into a community that supports meaningful careers and a sustainable quality of life.

Mission

The mission of Cape Cod Young Professionals is to *connect* Cape Cod's emerging workforce and future leaders, *engage* them in our community, and to support their efforts to *advance* their lives, both business and personal, on the Cape.

INTRODUCTION

Founded in November of 2005 with the idea that Cape Cod could benefit from an organization of young people dedicated to the betterment of the region, founders, Michael Robinson of Rogers and Gray Insurance and Gary Sheehan of Cape Medical Supply, were inspired by the opportunity to create something new for Cape Cod and thought the idea held some promise of being successful. The initial social networking event attracted roughly 20 people and the CCYP was off and running.

Today, with over 450 members, CCYP is the only organization of its kind serving the region. We continue to grow through partnerships and enhanced membership offerings and remain focused on what the future holds for the organization and for Cape Cod as a place to live, work, and put down roots. To that end, the Board has undertaken a strategic planning initiative.

Through this initiative, CCYP has surveyed members and non-members, interviewed community leaders and analyzed data relating to recent organizational growth and goals achieved. Through a facilitated process, our staff and Board of Directors have completed this Strategic Plan to serve as a roadmap for the organization from 2012 to 2014.

The Strategic Plan 2012 -2014 is organized into five (5) Strategic Goals. Some of the goals take our existing programs to new heights with greater impact while others address new endeavors. At the center of this plan is the objective to retain and recruit young professionals on Cape Cod and create greater economic and social impact in our community.

STRATEGIC GOALS

Strategic Goal #1

Increase business and social connection opportunities for our members.

Members invest in CCYP's work to connect, engage and advance their opportunities on Cape Cod. We will provide diverse and comprehensive opportunities for creating and growing business and social connections to enhance their careers and lives.

Key Actions:

- Diversify event offerings and expand geographic footprint across Cape Cod
- Expand outreach to key industries including municipal, non-profit and trade sectors
- Nurture partnerships between members, and with sponsors, non-profit organizations and community resources

Strategic Goal #2

Create and nurture career development mechanisms for young professionals across Cape Cod.

CCYP will grow awareness of professional development opportunities and foster connections to current and future young professionals with the goal to ensure a skilled workforce for a growing Cape Cod economy.

Key Actions:

- Increase awareness and participation in Career Connect program opportunities including scholarships, mentorships and internships
- Develop job resources and access to professional development education and training
- Recruit entrepreneurs and young professionals to Cape Cod

Strategic Goal #3

Increase the civic engagement of our members for the betterment of the community.

Cape Cod's shifting demographics demonstrate an aging community and infrastructure which presents a need for greater and deeper leadership from the next generation of citizens. CCYP will serve as a connector between members and opportunities to engage with municipal, civic and community organizations.

Key Actions:

- Facilitate philanthropy and volunteerism of members
- Mobilize members to serve on non-profit boards and increase number of non-profit partnerships
- Increase participation of young professionals in local government and elections

Strategic Goal #4

Advocate for solutions to enhance a sustainable quality of life for our members.

Advocacy in the broadest sense is public support for a particular cause or policy. We will be a voice of our membership on critical issues that impact their quality of life to ensure that Cape Cod will be a community that supports a younger demographic.

Key Actions:

- Commission and share research on the needs of members
- Build strategic alliances with existing organizations on specific issues of importance to our membership

- Educate and empower members to advocate for themselves on specific issues of concerns

Strategic Goal #5

Ensure organizational sustainability to support the mission, vision and growth of the organization.

CCYP has been successful at building a strong base of members, sponsors and community support since its founding in 2005. To meet the needs of our members and the community moving forward, the organization needs to be dynamic, adaptable and financially sustainable through diversified revenue sources.

Key Actions:

- Deepen engagement of members within organization in alignment with board succession plan
- Formalize Marketing and Development efforts
- Expand member and sponsor benefits

Conclusion

These goals will serve as a three year roadmap for the, staff, board and committees of CCYP. In alignment with this Strategic Plan, the staff, board and committees will also utilize an Implementation Plan which provides detailed tactics with specific timelines and expected outcomes.

Cape Cod Young Professionals is committed to providing value to our Members, Sponsors and Community Partners and adding value to a collective effort to ensure opportunities for young professionals to shape the Cape into a community that supports meaningful careers and a sustainable quality of life.