



# Missouri Land Improvement Contractors Association

1101 West High Street • Jefferson City, MO 65109

Phone: 573-634-3001

Email: [MLICA@aol.com](mailto:MLICA@aol.com) • Website: [www.MLICA.org](http://www.MLICA.org)

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## Summary of Strategic Planning Session

### Key Themes

- Engagement/Participation
- Communication/Branding
- Education

### IMMEDIATE GOALS (1-2 YEARS)

#### I) Increase participation - Districts and State

##### A) Districts

- 1) Survey members re: preferences on District meetings (month(s), day of week, time of day, location, and topics) - send via email and hard copy
- 2) Hold two meetings per year, independent of Winter Convention and Summer Meetings; one District meeting for Education - One for membership drive
- 3) Provide early notice for meetings (electronic, paper, text)
- 4) Start communicating with members - (Personal welcome/invitation, snail mail, Email)
- 5) Educational programs - Sponsorships - Opportunities for Associates
- 6) October - MUST MEET per by-laws
- 7) Engage all ages

##### B) State Chapter

- 1) Really market field days (“Save the Date,” multiple communications)
- 2) Engagement with Associates
  - a) Field Days
  - b) Sponsorships
  - c) Educate re: benefits, relevancy to industry
  - d) Help with messaging/branding - Rack Card, etc.
  - e) More booth time at Winter Convention
- 3) Relationships with other state chapters

#### II) Branding/Messaging/Communication

- A) Increase our electronic footprint - Facebook, Possible forum to exchange info - “member only” areas
- B) Promote ourselves
  - 1) Apparel/Promotional Items - Shirts (t-shirt, polo, dress), safety vests, pens, pads, hats, equipment stickers
  - 2) Exposure - Damage Prevention Summit, Field Days
  - 3) Messaging - electronic/snail/text messaging
  - 4) Opportunity for video - market through media
  - 5) Benefits - explain to contractors and Associates
- C) Increase communication with members through a variety of platforms (web, email, snail mail, text messaging, Facebook)
- D) Develop Vision/Mission

#### III) Education

- A) Different learning opportunities (webinars, District courses)
- B) Ramp up Winter Convention and potentially in the Districts
- C) Specifically technology
- D) Benefits
- E) Field Days
- F) Keep Associates informed so they can help spread the word

#### IV) District Structure and MLICA Board

- A) Elect 2-3 District officers in October
- B) Communicate election results to State office
- C) Associate’s voice on Board

**LONG RANGE GOALS (3-5 YEARS)**

- A) Launch Bigger Outcomes from 1-2 Year Plan
- B) Perpetuation
- C) Strategic Planning Session
- D) Policy/By-Law Review
- E) Build Partnerships
- F) Young/Junior Program
- G) Activate Districts (6)

**LONG RANGE GOALS (5+ YEARS)**

- A) 200% Growth
- B) Sustain Membership
- C) Strategic Planning Session
- D) Review Chapter/District Structure
- E) Officer Training
- F) Develop Investment Program