



# 2022 - 2025 STRATEGIC PLAN

## Goal I

*Provide opportunities for NHA's members to expand their reach and deepen their engagement through programming that attracts professionals and thought leaders from a diverse range of industries.*

**A.** Host breakfasts and luncheons featuring relevant speakers and topics and inviting elected officials to attend at no cost.

**Responsibility:** Board of Directors, Staff

**B.** Increase participation in Annual Golf Tournament, continuing the tradition of inviting elected and appointed officials to play as guests.

**Responsibility:** Golf Committee, Staff

**C.** Create a robust committee meeting speaker lineup.

**Responsibility:** Board of Directors, Committee Leadership, Staff

**D.** Develop a signature event by 2023 that will offer educational and relationship-building opportunities and grow into a significant income generator in years to come.

**Responsibility:** Board of Directors, Staff

## Goal II

*Deepen relationships with policy leaders and elected officials through personal engagement and inclusion in NHA committees and events.*

**A.** Increase Committee Meeting involvement by representatives of public agencies with invitations and reminders.

**Responsibility:** Staff, Committee Leadership

**B.** Create an outreach plan that outlines visits to elected and public officials, bringing NHA leadership along for meetings where appropriate.

**Responsibility:** Staff

## Goal III

*Serve as the hub for information and discussion on relevant regional issues impacting the business climate and quality of life in north Houston and provide opportunities for input and influence, supporting the economic vitality of the north Houston region.*

**A.** Work to stay informed of the latest industry happenings that could have an impact on the NHA service area and inform staff, so they can incorporate the issues into NHA's program of work. This includes participating in relevant agency groups and committees.

**Responsibility:** Board of Directors, Committee Leadership

**B.** Educate members on both new development and redevelopment, as well as the workforce and education resources that support development in the region.

**Responsibility:** Development Committee

**C.** Inform members about regulatory requirements, resiliency, sustainability, and habitat preservation in north Houston.

**Responsibility:** Environment Committee

**D.** Focus on regional mobility planning, and advocate for regional projects via the Association's Strategic Mobility Plan.

**Responsibility:** Transportation Committee

**E.** Inform members about regional flood control, water management and water supply issues that impact the north Houston region.

**Responsibility:** Water Committee

**F.** Utilize NHA's contact resource management system to identify members' interests based on their engagement and develop targeted communications that educate.

**Responsibility:** Staff

## Goal IV

*Actively encourage high levels of involvement from membership, including opportunities to serve in leadership roles, support NHA events, and provide support based upon professional expertise.*

**A.** Rotate committee leadership every two years at minimum, including Board Liaisons.

**Responsibility:** Board of Directors, Committee Leadership, Staff

**B.** Continue to carry out a membership retention visit schedule, utilizing NHA's contact resource management system to identify unengaged members, and targeting them for engagement.

**Responsibility:** Staff

**C.** Invite all members to apply for leadership positions via electronic communication.

**Responsibility:** Staff

**D.** Invite those interested in leadership to participate in an ad hoc committee to plan the signature event.

**Responsibility:** Staff, Members

## Goal V

*Expand Association membership by engaging and raising awareness among businesses and organizations with an interest in the well-being of the north Houston region.*

**A.** Each board member should be actively pursuing one member they think will be a good addition to the Association's membership.

**Responsibility:** Board of Directors

**B.** Increase use of website and social media metrics to identify those who are engaged but not members.

**Responsibility:** Staff

**C.** Reevaluate current dues structure to consider a refresh, potentially creating a category for agencies or governmental entities.

**Responsibility:** Board of Directors, Staff

**D.** Increase membership levels to those of 2019 by 2023.

**Responsibility:** Staff, Board of Directors

# north houston association



CONNECT.  
INFLUENCE.  
EDUCATE.

## VISION

To cultivate a collaborative environment that works to produce solutions and initiatives that benefit the overall vitality of the north Houston region.

## MISSION

The North Houston Association leverages the expertise and relationships of its members to connect business and community leaders, influencing policy and legislation, while educating our region on issues that impact north Harris County and Montgomery County.

## VALUES

- Integrity in Our Work
- Inclusive of all People and Cultures
- Excellence in our Programs
- Service to Our Members and the Community