

Leadership Kentucky's Mission broadens the perspectives of current and emerging leaders through experiential education that inspires them to advance Kentucky. Our Vision is Leadership Kentucky will connect and inspire leaders to unleash Kentucky's potential.

## Key Goals



Alumni  
Engagement



Expanded  
Programming



Financial Stability



Marketing



Recruitment

## Goals and Objectives

- 1** Alumni Engagement  
To build a network of actively engaged alumni who provide solutions for critical issues facing the Commonwealth.
- 2** Expanded Programming  
To ensure programming is current, relevant, and engaging to identified/targeted constituencies.
- 3** Financial Stability  
To sustain the organization's financial health in order to deliver the premiere leadership program in the Commonwealth
- 4** Marketing  
To increase awareness, educate and communicate that Leadership Kentucky is the premiere leadership program in Kentucky.
- 5** Recruitment  
To attract high-qualified candidates who represent the diversity of Kentucky.

# Strategic Objectives

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## Alumni Engagement

- ✦ Develop a regional approach to alumni engagement
- ✦ Use website/email to send session content and information to alumni
- ✦ Invite alumni to local class events
- ✦ Increase alumni attendance at Annual Luncheon and events
- ✦ Engage alumni as Leadership Kentucky ambassadors



## Expanded Programming

- ✦ Research a Youth Leadership Program directed at high school age group
- ✦ Implement an Emerging Leaders Program for young professionals in 2017



## Financial Stability

- ✦ Coordinate long-range planning with budget and strategy to ensure financial viability
- ✦ Review and revise financial policies and procedures



## Marketing

- ✦ Develop a three-year Marketing Plan
- ✦ Research/implement strategies to market Leadership Kentucky to various audiences
- ✦ Cultivate approaches for Leadership Kentucky to be viewed as a 'thought leader' and critical partner in community issues
- ✦ Engage alumni to assist in promoting the value of Leadership Kentucky



## Recruitment

- ✦ Target recruitment toward the core Leadership Kentucky program along with future expanded programs
- ✦ Develop scholarships as needed
- ✦ Emphasize diversity of candidates as it relates to occupations, ethnicity and geographic location