

Vancouver Island Region Porsche Club of America
Strategic Plan 2019-2021

Mission						
To provide our members with opportunities to enhance their Porsche experience						
Vision						
We have a framework to support VIR and locale-based news and events						
Strategies						
Year	1. Restructure Board positions and job descriptions to support the mission and vision	2. Review the effectiveness of current communications vehicles and recommend improvements	3. Formally and regularly collect member input	4. Improve access to and transparency of corporate documents and records	5. Continue to provide a diversity of events	6. Ensure members are aware of PCA events in Zone 6 and neighbouring regions
Actions						
2019	Present a proposal to the 2019 AGM to restructure the Board to 7 elected and voting directors Continue President's e-mails				Maintain an event matrix to ensure a diversity of events	
2020		Pursue a request for proposal (RFP) to redesign and maintain the web site Establish a sub-committee to review and make recommendations on other communication ideas	Instigate post-event surveys.		Liaison between Area Directors and Board to plan events	Place a link in VIR's web site to the Zone 6 website
2021				Develop a records management plan	Increase the capacity of members to run events, through resources and training	