

# CMSA Strategic Plan

## Our purpose

Provide a safe space for LGBTQ+ individuals and allies to engage, connect, and inspire community through athletic competition, social interaction, and community outreach

## Our focus

**Culture**

Build an organizational culture where people feel they belong and can fully express their potential in our athletics, activities, community outreach, and digital spaces

**Operational**

Develop and attract members, leaders, and community partners to identify tech-enabled, data-driven insights, and controls to enable to guide transformative change and efficiency

**Community**

Foster community with a greater focus on safety, engagement, inclusion, equity, and innovative ways to grow and connect our membership

|      | Culture   | Operational   | Community  |
|------|---|---|--|
| 2022 | <ul style="list-style-type: none"> <li>Establish onboarding process</li> <li>Expand social activities</li> </ul>  | <ul style="list-style-type: none"> <li>Fully implement strategic plan</li> <li>System-wide organizational plan</li> </ul>   | <ul style="list-style-type: none"> <li>Create a permanent hardship fund</li> </ul>   |
| 2024 | <ul style="list-style-type: none"> <li>Regularly offer skills-based education/player development</li> </ul>   | <ul style="list-style-type: none"> <li>Define the "Member Experience"</li> <li>Consistency in process and vision for the organization</li> <li>Regularly acts within community to support orgs within LGBTQ+ community</li> </ul> | <ul style="list-style-type: none"> <li>Network with other local and national orgs.</li> </ul>  |
| 2026 | <ul style="list-style-type: none"> <li>Provide resources &amp; tools to help members develop personal &amp; professional goals</li> <li>Safe for all participants however the individual may define safety</li> <li>Reflects the demographic breadth of the Chicago community</li> <li>Accessible (geographically, physically, and financially)</li> <li>Has a reach and presence across Chicago</li> </ul> | <ul style="list-style-type: none"> <li>Conduct regular tournaments in multiple sports</li> </ul>  | <ul style="list-style-type: none"> <li>Create a permanent scholarship fund</li> <li>Established and viewed as a leader within the community</li> <li>Form strong community partnerships</li> <li>Develop strong philanthropic partnership</li> <li>Established and viewed with respect nationally</li> </ul> |