

Strategic Plan



GOALS

01

Increase MDDS membership to at least 50% market share and improve overall member renewal rates by 5% by targeting communications, increasing member engagement and enhancing the utilization of new and existing member benefits.

02

Design and implement an integrated education matrix that aligns RMDC, courses at the Mountain West Meeting Center (MWMC), and webinars under a unified CE calendar, shared marketing strategy and structured cross-promotion pathways. Increase the percentage of participants engaging in two or more CE formats annually and achieve measurable growth in non-member CE participation.

03

Increase Mountain West Institute (MWI) rental revenue by 30%, and secure at least three new external organizations as rental clients per year. **Achieve a 100% occupancy rate** for rentable office space and establish three strategic referral partnerships per year (e.g., professional associations, healthcare organizations, business groups).