

GOAL 3 ACTION PLAN

Goal 3 (We Transform): In support of SACNetwork, advance collaboration and co-creation across departmental boundaries and hierarchies as we forge a fluid and agile government.

Objective: Exponentially grow membership for the Association by engaging members to work on Cal-IPGCA Program's Innovation Priorities in Cohort 2020

End Result: 10% Increase in active member participation in IP deployment

Due Date: July 2021

Action Plan:

Task	Responsible Person(s)	Due Date	Status
Initiate 10 networking opportunities and release updates quarterly via social media.	Social Media Director	July 2021	Not started
Educate 15 % of prior cohort members about the Association, the Program and the Innovation Priorities via "Brown Bag" luncheon Zooms.	Membership and Social Media Directors	July 2021	Not started
Develop quarterly marketing materials that educate potential members that may include public information "shorts" for the website.	Communication Director	July 2021	Not started
Establish a quarterly membership drive that links to the overall short term goal.	Membership Director	Ongoing	Not started
Create a connection between the skills and capabilities of Cal-IPGCA Association Members with the needs of the Cal-IPGCA Program's Innovation Priorities as adjunct development partners for Cohort 2020 and beyond.	Board & SacNetwork	2025	Not started