

**NORTH DAKOTA MENSA STRATEGIC PLAN**  
*adopted 2.08.2014*

**Vision**

Having a stimulating intellectual and social environment for the most intelligent people in North Dakota.

**Mission**

Identify and foster diverse opportunities for participation by North Dakota Mensans.  
Create an atmosphere that invites growth through attraction.

**Core Values**

- **Valuing ideas and individualism:** Demonstrated by respect for the power of differing views, admiration for independent thought and appreciation of well-intentioned and informed criticism.
- **Intellectual integrity:** Demonstrated by organizational dedication to ethical, truthful, transparent and evidence-based decision-making.
- **Connection:** Demonstrated by commitment to providing opportunities for fellowship across a broad range of ages and interests.

**Strategic outcomes (goals)**

**Membership: North Dakota Mensa will be a thriving, progressive organization with members who find participation rewarding and valuable.**

- a. Increase to 100 members by January, 2015; 200 by January, 2019.
- b. Conduct a biannual satisfaction survey and publish results.
- c. Increase the percentage of members under 30 as reported by American Mensa by January, 2015.

**Governance: The association will be structured, governed, and managed efficiently, effectively, and with transparency.**

- a. Increase understanding of roles & responsibilities.
- b. Promote dialogue/atmosphere of communication between officers and members.
- c. Maintain voter turnout percentage that is higher than the American Mensa average.

**Leadership development: Leaders at every level will feel confident in their roles and will practice inspired leadership.**

- a. Raise awareness of how members can be leaders at every level.
- b. Increase the number of people hosting events.
- c. Increase the number of members willing to serve as leaders.
- d. Attract younger members to leadership roles.
- e. Increase the number of member-to-member interactions.
- f. Facilitate a members-only section of the website.

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*(continued)*

**Public awareness: North Dakota Mensa will be recognized as an intellectually stimulating organization.**

- a. Develop a North Dakota Mensa logo.
- b. Raise public awareness of North Dakota Mensa.
- c. Create a positive impression in the community, as measured by a survey of members and increased testing numbers.

**Finance: Sufficient funds will exist for North Dakota Mensa to accomplish its goals.**

- a. Maintain adequate reserves to provide for emergencies.  
(\$50/member supports one year of expenses.)
- b. Spend an appropriate portion of discretionary balance to provide membership benefits and services.

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A strategic plan is intended to provide guidance to leaders as to what the organizational direction should be. As such, it is a living document. Please feel free to forward comments and suggestions to ExComm members at any time. The intent is to revisit the Strategic Plan, and revise if necessary, every few years; more often if it becomes apparent member and institutional priorities have shifted.