# 2018 Strategic Plan

**Strategies**

1. Expand membership in Energy Transformation Products and Services (Tier I)
   - Increase membership by 10% by the end of 2018
   - Develop and launch new products and services for Tier II and Tier III members

2. Enhance membership in Energy Transformation Products and Services (Tier II)
   - Increase Tier II membership by 5% by the end of 2018
   - Launch new Tier II products and services

3. Expand membership in Energy Transformation Products and Services (Tier III)
   - Increase Tier III membership by 3% by the end of 2018
   - Launch new Tier III products and services

**Key Focus Area 1:**
- Increase Social Media followers by 10%
- Increase website traffic by 20%
- Increase email open rates by 15%

**Key Focus Area 2:**
- Enhance member engagement
- Increase member satisfaction scores by 5%
- Improve member feedback response time by 25%

**Key Focus Area 3:**
- Enhance member retention
- Increase member retention rate by 15%
- Reduce member churn rate by 20%

**Key Focus Area 4:**
- Enhance member satisfaction
- Increase member satisfaction scores by 10%
- Improve member feedback response time by 30%

**Member Focus**
- Enhance member engagement
- Increase member satisfaction scores by 5%
- Improve member feedback response time by 25%

**Key Focus Area 5:**
- Increase member retention
- Increase member retention rate by 15%
- Reduce member churn rate by 20%

**Key Focus Area 6:**
- Enhance member satisfaction
- Increase member satisfaction scores by 10%
- Improve member feedback response time by 30%

**Key Focus Area 7:**
- Enhance member engagement
- Increase member satisfaction scores by 5%
- Improve member feedback response time by 25%

**Key Focus Area 8:**
- Increase member retention
- Increase member retention rate by 15%
- Reduce member churn rate by 20%

**Key Focus Area 9:**
- Enhance member satisfaction
- Increase member satisfaction scores by 10%
- Improve member feedback response time by 30%

**Key Focus Area 10:**
- Enhance member engagement
- Increase member satisfaction scores by 5%
- Improve member feedback response time by 25%

**Key Focus Area 11:**
- Increase member retention
- Increase member retention rate by 15%
- Reduce member churn rate by 20%

**Key Focus Area 12:**
- Enhance member satisfaction
- Increase member satisfaction scores by 10%
- Improve member feedback response time by 30%