



**RETAIL
ASSOCIATION OF
MAINE**
Voice of Maine Retail

STRATEGIC PLAN 2021-2023

INTRODUCTION

In 2020 the Retail Association of Maine Board of Directors and professional staff implemented a new 3-year strategic plan. This plan serves as a guide for RAM's growth and development and for setting direction for the future projects and endeavors of the entire organization including its political action committee, management services corporation, and scholarship foundation.

OVERVIEW

Through multiple board and member discussions, advocacy was determined to be the primary need for most members, with the benefits and services remaining an added value.

With this determination at the forefront through the strategic planning process, RAM's mission, vision, and core values were honed and refined. The resulting plan recognizes and builds on RAM's core programs and services including:

- Advocacy
- Networking and connections
- Information on emerging topics
- Experiential skill-building opportunities
- Unique events, webinars, and other educational opportunities

OUR MISSION

The Retail Association of Maine is the leading advocate providing support for successful retail business.

OUR VISION

RAM's vision is to foster an environment where retail prospers, and our communities thrive.



GOALS & STRATEGIES

The plan identifies 4 specific strategic goals as core competencies of the association and tactics by which the organization will achieve them.

Strategic Goal 1 - POWERFUL ADVOCACY

Advocating for and protecting the interests of retailers

- Robust Lobbying Corps – Maintain a powerful presence in Augusta and Washington DC to monitor, report and influence public policy.
- Issues Management – Identify issues and develop legislation through a government affairs committee.
- Tackling Relevant National Issues – Leverage the relationships with national counterparts to monitor Issues.
- Active Political Action Committee – Support business friendly lawmakers with a strong PAC supported by the RAM membership.
- Organizing Coalitions & Grassroots Involvement – Serve as an influencer and leader in beneficial coalitions and alliances. Engage members in governmental relations by hosting lawmakers locally and provide open channels of communication for lawmakers to hear from members.



Strategic Goal 2 – MEMBERSHIP VALUE

Providing an advantage for members through benefits, services, and solutions.

- Relevant Programs & Solutions – Maintain strength of the workers compensation, 401K, and energy programs to retain membership. Explore relevant new or enhanced benefit opportunities. Maintain position of RAM as the primary source of answers and solutions to member inquiries.
- Excellent Events and Connections – Plan the Summit as the annual meeting to connect members, as well as other educational and social events.
- Awards and Recognitions – Promote peer excellence through awards and recognitions.
- Develop & Promote Workforce Initiatives – Recognize and implement workforce solutions where possible through multiple channels including a significant collaboration with the NRF’s “Rise Up” initiative to help all persons gain the skills they need for retail careers.

Strategic Goal 3 - COMMUNITY IMPACT

Promoting the positive image of retail on Maine's economy and communities.

- Retail Industry Leadership – Promote the impact the industry has on related industries such as hospitality and tourism.
- Economic Impact of Retail – Identify and communicate the favorable economic impact the retail industry (in total) has on Maine's economy and employment.
- Superior Public Relations & Communications – Maintain press relations to communicate the impact and importance of retailers to communities and Maine.



Strategic Goal 4 - LEADERSHIP & STRUCTURE

Leadership and structure is the foundation for all other strategic goals of the association maintaining continued growth of the association through subsidiaries, sustainable resources, governance, and management

- Continued Organizational Growth - Focus on continued relevance and sustainable revenue to increase member influence and relevance.
- Support Maine Business Education Partnership (MBEP) Foundation – Continued growth and development of the MBEP Foundation with programs and initiatives to provide measurable impact on retail in Maine through workforce development, veterans opportunities, and more.
- Provide Association Management Services – Revamp the AMC model to allow for further growth and expansion.
- Invest in Relevant Technology – Invest in technology to engage members, benefit social media, and support the automation and management functions of RAM.

CONCLUSION

With this solid platform shepherded by an experienced, professional association staff, RAM is positioned to provide powerful advocacy to advance and protect Maine retail business interests, help members reduce costs and increase their profitability with valuable member benefits, and engage members with unique relevant programming, and networking opportunities designed to foster professional growth and success for both members and their Maine retail businesses.