

Strategic Issue	Major Initiatives	Strategies	Tactic	Tactic	Tactic	Outcomes & Measures
Build Bridges	Reach out to Targeted People and Organizations	Provide Member interaction with Students	Student Career Day Spring and Fall	Participate in Real World Design Week	Designate Professional Member to be Liason to each school and help establish student chapter	All Events will take place
		Promote and Support Industry Partner Members	Support and promote Industry Partner events: website, newsletters, meetings and amongst members	Support organization of Industry Partner Breakfast Club		All Events will take place