

February 13, 2019

## RMA Releases Draft Strategic Direction

*Draft Strategic Direction will be presented via resolution for member endorsement at the Spring 2019 Convention*

The RMA is pleased to release a [draft Strategic Direction](#) document for member consideration. The purpose of the document is to establish an updated vision and mission for the association, as well as values, roles, and strategic priorities that will best position the RMA to continue to serve the needs of its members.

The document takes into consideration input provided by RMA members at the Fall 2018 Convention, as well as that of RMA staff and the board of directors. It is intended to reflect the RMA's diverse member offerings and its role as a provider of advocacy and business services.

The RMA board of directors will present a resolution to approve and adopt the Strategic Direction document at the Spring 2019 Convention. If adopted, the Strategic Direction document will guide the association's development moving forward, providing the basis for the development for a strategic plan to guide the association for the next four years.

Members interested in providing feedback prior to the Spring 2019 Convention, can direct comments to Tasha Blumenthal at [tasha@RMAAlberta.com](mailto:tasha@RMAAlberta.com) by noon on March 15, 2019. Any input received will be considered by the RMA Board of Directors prior to the resolution session on March 20, 2019.

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