

# EXECUTIVE SUMMARY

## Strategic Plan 2010 – 2012

**Mission Statement** - The mission of the BMW Car Club of America is to enhance the BMW experience through camaraderie, education and social responsibility.

**Vision Statement** - The premier car club experience.

### Values Statement

- Appreciation for the marque and its heritage.
- Camaraderie and recreation among members.
- Sharing of knowledge and expertise.
- Motoring citizenship, lifelong driving skills and social responsibility.

### Goals      Strategies

Member Satisfaction, Recruitment and Retention	<ul style="list-style-type: none"> <li>• Membership Performance Measures</li> <li>• Membership Growth Strategy</li> <li>• Changing Demographics</li> <li>• Target Niches and SIGs</li> <li>• Chapter Efforts in Recruitment and Retention</li> <li>• Vehicle Transfer</li> <li>• Dues Schedule</li> </ul>
Service to the National Network of Chapters	<ul style="list-style-type: none"> <li>• Service to Chapters</li> <li>• Chapter Expansion</li> <li>• Technology Integration</li> <li>• Leadership Development</li> </ul>
Effective Communication Strategies	<ul style="list-style-type: none"> <li>• Communication Tools and Preferences</li> <li>• <i>Roundel</i></li> <li>• Member Communication Preferences</li> <li>• Chapter Communications</li> <li>• Surveys and Feedback</li> </ul>
Dynamic Events and Activities	<ul style="list-style-type: none"> <li>• Oktoberfest</li> <li>• One-Day Meet Events</li> <li>• Regional Events</li> <li>• Tours - Domestic and International</li> <li>• Track Event</li> <li>• Events and Activities Comprehensive Strategy</li> </ul>
Social Responsibility and Solidarity with the BMW CCA Foundation	<ul style="list-style-type: none"> <li>• Lifelong Driver Skills Training</li> <li>• Cause Marketing</li> <li>• Foundation Awareness</li> <li>• Business Development</li> </ul>
Premier Car Club Organizational Structure	<ul style="list-style-type: none"> <li>• Technology Investment</li> <li>• National Headquarters</li> <li>• Revenue Sources</li> <li>• Chapter Structure</li> <li>• Strategic Plan</li> <li>• Committees</li> </ul>