

OUR PATH  
— TO —

2030



# OUR MISSION

Leadership Southern Maryland connects, educates, and inspires a diverse group of current and emerging leaders, fostering collaboration to address community needs of Calvert, Charles, and St. Mary's counties.

# OUR VALUE PROPOSITION

LSM provides Southern Maryland leaders and other stakeholders community leadership development, networking opportunities, deepened relationships with other community leaders, avenues for meeting purpose, and resources for solution gathering.

# OUR AIM

By Fiscal Year 2030 LSM will execute its strategic plan to achieve an alumni base of one thousand, strengthen community engagement with alumni and other stakeholders, and increase our revenue to support our growth and mission.

## Goal 1

### Increase LSM's Value Proposition & Visibility

Execute the LSM Strategic Plan to attract 500 more leaders to LSM's mission and value proposition, achieving an alumni base of 1000 in Fiscal Year (FY) 2030.

**Obj. 1.1:** Develop and execute marketing plans aligned with the strategic plan to effectively communicate LSM's mission and value proposition and inspire applicants to apply to the Executive Program and LEAP.

**Obj. 1.2:** Increase LSM participation and visibility in community events, including through event sponsorship.

**Obj. 1.3:** Maintain recruitment, follow-up, and onboarding processes that manage applicants, identify top candidates, and convert them to paying program participants.

**Obj. 1.4:** Establish and execute a plan for increasing enrollment caps to secure enrollment of more than 500 leaders in LSM programs by 2030.

## Goal 2

### Increase LSM's Community Engagement

Provide forums for alumni, stakeholders, and community thought-leaders to convene, engage, and discuss the Southern Maryland community's needs.

**Obj. 2.1:** Establish an LSM Lecture Series.

**Obj. 2.2:** Offer forums for alumni to convene with guest speakers to discuss issues of community concern.

**Obj. 2.3:** Establish an annual conference or banquet, open to the public, to address issues of the community.

**Obj. 2.4:** Survey graduating classes and alumni annually to discover topics of interest for lectures, forums, and conferences.

## Goal 3

### Increase Revenue to Support Our Growing Alumni Base

Expand revenue generation efforts to increase LSM's total revenue to \$500,000 by FY 2026, \$600,000 by FY 2028, and \$750,000 by FY 2030.

**Obj. 3.1:** Establish niche fundraising events and activities.

**Obj. 3.2:** Set annual benchmarks to increase the number of alumni who are dues-paying LSM Alumni Association members.

**Obj. 3.3:** Set annual benchmarks to increase numbers of LSM program and event sponsors.

**Obj. 3.4:** Establish partnerships with alumni and other organizations for new revenue generating ventures.

Learn more about LSM's Strategic Plan at [www.leadershipsomd.org](http://www.leadershipsomd.org).

