

STRATEGIC PLAN

Mission:

To advance, promote, and protect the benefits, interests, and well-being of North Carolina's retired state and local public service employees.

Vision:

To be the trusted voice and leading advocate for North Carolina's retired public service employees, empowering them to stay informed, engaged, and valued.

Goals:

Strengthen Membership

1. Design and implement intentional recruitment targeting pre-retirees, current retirees, and younger retirees.
2. Retain new members through targeted benefits and localized engagement.
3. Seek membership feedback to align services with needs and expectations.
4. Leverage materials and digital channels (e.g., social media) for member outreach.

Deepen Engagement

1. Expand education and communication strategies to engage members (e.g., face-to-face, website, email, magazine, legislative updates).
2. Strengthen localized efforts to build enthusiasm among members and retirees.
3. Involve members in advocacy and education.
4. Empower board members as spokespeople, community connectors, and advocates.

Strengthen Organizational Capacity

1. Ensure RGEA's policy agenda reflects current political and external realities.
2. Align organizational capacity & systems to deliver on strategic objectives.
3. Secure long-term financial capacity to reflect strategic objectives.
4. Equip board leadership for their strategic role.

Elevate Public Perceptions of RGEA Members & Public Service

1. Build legislative and public awareness of RGEA's members and their retirement security.
2. Increase visibility of RGEA leadership and expertise in the policy arena.
3. Publicize impact of public service and honor current and retired employees.
4. Forge deeper and new partnerships that elevate RGEA and perceptions of public service.