

Compass 2015 Strategic Directions Map

<i>Strategic Initiative</i>	2010	2011	2012	2013	2014	2015
Sustainability: get paid staff	Job description	Hire & Train Staff				
Promotion:						
• Best Practices Report	All copies distributed					
• Web site		Update/refresh				
• Conferences	Make presentations and be visible with display					
YHP Sales Campaign:	Trial Marketing	Approach School Bds	Ramp up to other groups	Sales in full swing	Evaluate & refresh	Evaluate & refresh
Safe Hiker Program:						
• Instructors	40	42	45	47	50	50
• Courses per year	7	42	75	80	90	100
Hike Leader Cert. Prog.						
• Instructors	9	10	11	12	14	15
• Courses per year	19	20	20	20	20	20
• Trainees	200	200	200	200	200	200
Risk Management: Key Elements	Launch	Clubs start to implement	25% adoption	50% adoption	75% adoption	100% adoption