

## **Agenda Item 6: CCDA Strategic Plan 2025-2030**

### **I. Overview: CCDA Strategic Pillars 2025-2030**

- a. Strategic Pillar 1: Outreach Education & Public Awareness
  - i. Who: New and existing audiences and stakeholders
  - ii. What: Increase visibility and reach more people through outreach and education
  
- b. Strategic Pillar 2: Compliance Resource Innovation
  - i. Who: People who need support and resources
  - ii. What: Provides access to tools, information, and opportunities
  
- c. Strategic Pillar 3: Partnerships, Ambassadors & Community Engagement
  - i. Who: Community members, partners, and organizations
  - ii. What: Connect people and encourage collaboration
  
- d. Strategic Pillar 4: Operational Excellence & Data
  - i. Who: Leadership, partners, and stakeholders
  - ii. What: Measure impact, improve results, and maintain long-term growth