

2017-2021



LONG RANGE STRATEGIC PLAN

NETWORK

EDUCATE

INNOVATE

MISSION

To promote excellence in commercial real estate ownership, management and operations.

VISION

To be a leader in commercial real estate providing members with the resources to thrive in the ever-changing industry.

STRATEGIC THEMES

EDUCATIONAL EXCELLENCE

To develop a best-in-class educational platform that will be innovative and will focus on the latest industry trends. The offerings will address current and future needs and interests of the membership by developing programs that focus on several levels to include executive perspectives, designation programs, engineering topics, and emerging professionals.

INDUSTRY EXCELLENCE

To be a leading voice on Commercial Real Estate issues and advocate on policies that affect the membership. To collaborate with industry peers, strengthening BOMA programs and implementing best practices. To align BOMA Boston more closely with BOMA International, for members to find value from the international organization. To strengthen the partnership with The Greater Boston Real Estate Board so collaboration with other divisions can enhance value through shared resources.

STRATEGIC RELATIONSHIPS

To enhance BOMA Boston networking opportunities with more focus on engagement opportunities. To strengthen the relationships and information sharing with Industry and Affiliate Members. To refine BOMA Boston's commitment to community service by strengthening our philanthropic initiatives, fundraising, community service activities, and volunteering.

OPERATIONAL EXCELLENCE

To refine the organizational model of BOMA Boston to enhance the value of programming, revenue models, member engagement, and committees. To provide leadership to the organization that will be more strategic with a long-term vision of continued value to our membership.

