

Mountaineering Club of Alaska

2023 Strategic Plan

Core Purpose

Strengthen Alaska's Mountaineering Community

Core Values

Camaraderie | Education | Adventure
| Volunteerism

Goal 1: Strengthen the internal capacity of the MCA board of directors and create a healthy, high-functioning board with a focus on continuity

Objective 1.1 Establish a standing committee, the strategic plan task force, to guide the board in its implementation of the Strategic Plan and make regular reports on progress.

Objective 1.2 Review bylaws and policies every two years, and update if needed.

Objective 1.3 Create an organizational chart.

Objective 1.4 Create job descriptions for all board members.

Objective 1.5 Develop a board succession plan and recruitment matrix that is in alignment with strategic goals.

Objective 1.6 Revise board committees, clarify the purpose of each committee and committee chairs.

- A. Standing committees (ex. Financial, Board Development, Huts, Communication).
- B. Ad-hoc committees/task force, as needed (e.g. feasibility for creating a 501(c)(3), waiver and liability, special events) based on annual priorities.
- C. Create and report on key measures for each committee at monthly board meetings and prepare a brief annual summary for membership.

Objective 1.7 Create a waiver and liability ad-hoc committee in order to focus on and effectively address the waiver and liability issue

- A. Seek legal counsel with a liability attorney.
- B. Review and update current legal documents and waivers.
- C. Obtain clarification from State DNR re liability for non-member use of huts; seek legislative cover as a last resort.
- D. Research and understand how other clubs address liability and insurance.
- E. Develop risk assessment and options criteria to apply to specific Club activities, and create release forms that do not contemplate insurance.

Objective 1.8 Explore the possibility of obtaining paid support to achieve MCA goals.

Mountaineering Club of Alaska

2023 Strategic Plan

Goal 2: Enhance opportunities for Alaska's mountaineering community.

Objective 2.1 Host inspirational and informative monthly membership meetings.

Objective 2.2 Engage club members to help implement the strategic plan on issues related to annual priorities.

Objective 2.3 Attract and retain new club members.

Objective 2.4 Offer frequent, engaging trips for all ability levels, including multi-day trips and expeditions.

Objective 2.5 Reactivate Huts Committee, guided by a 10-year master plan, to ensure MCA huts are the best in their class.

Objective 2.6 Offer excellent training for all mountain activities on an annual basis.

- A. Enhance the mentorship program.
- B. Link skill building progression with trips.
- C. Offer skill certification to leaders.
- D. Adequately vet volunteer trip leaders and trip participants.
- E. Ensure adequate trip planning.
- F. Develop necessary waivers and release forms.

Objective 2.7 Create a Communications Committee to increase membership engagement and education.

- A. Have a visioning session and develop a communications plan.
- B. Redesign website.
- C. Reassess Scree medium.
- D. Create social media strategy and find someone to execute.
- E. Create an event promotion procedure.

Goal 3: Strengthen partnerships and engagement

Objective 3.1 Form strong connections with other mountaineering clubs that have successfully solved challenges we face (e.g. Mountaineers and American Alpine Club).

Objective 3.2 Actively collaborate with other local organizations where it is to our mutual benefit (e.g. Alaska Huts, Alaska Mountain Rescue Group, Alaska Nordic Ski Association).

Objective 3.3 Solicit partners and vendors that can offer discounted products and services to our members.