

ACBL's Strategic Framework

MISSION: TO PROMOTE, GROW, AND SUSTAIN THE GAME OF BRIDGE AND SERVE THE BRIDGE-RELATED INTERESTS OF OUR MEMBERS

STRATEGIC FOCUS AREAS

1. DEVELOP & IMPLEMENT FOCUSED PROGRAMS FOR MEMBER RECRUITMENT
2. IDENTIFY & REPLICATE BEST PRACTICES & INNOVATIONS
3. INTEGRATE TECHNOLOGY TO MEET MEMBER NEEDS
4. RETAIN MORE MEMBERS
5. PROVIDE TOP-QUALITY DIRECTING AT TOURNAMENTS

VISION: 2013-2018
WE WILL BE A GROWING, THRIVING ORGANIZATION THAT ACTIVELY MEETS THE DIVERSE NEEDS OF OUR MEMBERS AND BRIDGE PLAYERS.

The strategic framework focuses the attention of the organization.