

— STRATEGIC FRAMEWORK —

Mission

Empowering leaders to connect people to the outdoors through recreation & education experiences.

Vision

A vibrant community where everyone can connect to the outdoors.

Strategy

Occupying the intersection of the outdoor industry & outdoor recreation and education.

Competitive Advantage

Effectively creating developmental & networking experiences for outdoor professionals.

Strategic Anchors

Advocacy | **Professional Development** | **Networking** | **Career Advancement**

Strategic Filters

- Enhance AORE's ability to fulfill our mission and achieve our vision in a manner consistent with our values
- Leverage our competitive advantage or create a new one
- Leverage existing capacity (financial, staff, volunteers, partners) and/or secure or build additional capacity
- Position AORE for growth and sustainability while diversifying/strengthening revenue base
- Demonstrate measurable outcomes
- Position AORE to take advantage of future opportunities and/or emerging trends

