

### Strategic Framework Feedback (3 Responses)

- The new direction and clarification for the AORE is exactly what we needed in this complex and ever-changing field. Nice work.
- "Great work and well-developed framework. I feel it catches the essence of AORE and where we want to be in the future."
  - One other thought, We have had conferences with some other associations and I am wondering about a "conglomerate" association that meet the diverse needs of "the industry". it seems hard for these smaller organizations to thrive and AORE can help them. I do not know how, but it has been on my mind."
- "The mission/strategy and vision of the AORE seem too be too disjointed - the strategy states that we will "occupy the intersection of the outdoor industry and outdoor recreation and education", while the mission is to "connect everyone to the outdoors". The mission feels more like a call to action, to get anyone and everyone outside, while the strategy seems much more business-driven. It's not clear to me how to two connect and thrive to create a robust association. The mission and vision are all about using the outdoors as an avenue to connect people, while the strategy seems more like the reason why someone would start a guiding company. The competitive advantage is too broad - how is "effectively creating developmental and networking experiences for outdoor professionals" any different from what the AEE or NIRSA conference accomplishes? What makes AORE special?"
  - One could also argue that within the Strategic Anchors, "Professional Development" and "Career Advancement" are too closely related to be their own anchors. Isn't a professional development opportunity also a way to advance your career in the long run? Transversely, isn't working on career advancement also a form of professional development? The two descriptions are incredibly similar - the first sentences read as: "AORE connects members to high quality programs, tools, trainings, and certification opportunities" and the other reads, "AORE...access the tools, education, and support needed to choose a focus area" - both are devoted to making resources more accessible to achieving a career-related goal."

### Mission Change Feedback (2 Responses)

- I support the mission statement change. I like how it has been made more concise.
- "The mission statement is much more succinct and clear giving an overview of what we truly do. I would argue that we create leaders of tomorrow through the avenue of the outdoors and not necessarily just connect people to the outdoors. I have several leaders who are leaders in their field of work not related to the outdoors but their leadership skills were honed through the outdoors. Don't know how to change or reword it but overall am satisfied with it."