

## **Goals 2004-2008**

1. Maintain a dynamic mix of members at all Credit Path Steps. Continue to migrate members up the path
2. Continue and expand education about Alternatives Capital model to members, peers, staff and Board.
3. Plan and implement a succession plan for CEO.
4. Achieve positive net income and consistent capital accumulation sufficient to operate Alternatives safely and soundly.
5. Develop a plan for geographic expansion. This could include a rural branch and/or a remote partnership.

6. Maintain a dynamic mix of members at all Credit Path Steps. Continue to migrate members up the path
  - a. Keep the faith. Maintain membership at 60% LMI.
  - b. Retain higher net worth households as long term members(sympathizers, hangers on and credit path alumni) to support community.
  
7. Continue and expand education about Alternatives Capital model to members, peers, staff and Board..
  - a. Member
    - i. Track member progress along credit path. Provide a feedback loop with Credit Path designations on Products. CP1, CP2
    - ii. Investigate Web Education; Financial education, available on-line
    - iii. Add Credit and personal financial Counseling
    - iv. Develop Business Credit Path
      - (1) Describe movement from informal => legal
      - (2) Build core business relationships, bookkeeping legal
      - (3) Negotiate third party client service agreements
  - b. Peers We will not deliver wholesale services
    - i. Credit Path Practitioners Seminar
    - ii. Disseminate Research
  - c. Staff: Coordinating, communicating, sharing
    - i. Overall staff training plan
      - (1) Train staff in cross-selling
    - ii. Individual education plans.
      - (1) Cross training, yr long orientation, shadowing, procedures manuals
    - iii. Strengthen Internal Controls
  - d. Board
    - i. Training at Board meetings
    - ii. Board attending conferences
  - e. Partners
    - i. Local Credit Path training
  
8. Plan and implement a succession plan for CEO.
  
9. Achieve positive net income and consistent capital accumulation sufficient to operate Alternatives safely and soundly.
  - a. Target retained earnings based on an assessment of risk and growth.
  - b. Achieve 70% Loans/ Assets
  - c. Secure funding to bring mission programs to at least at break even
  - d. Develop Pricing model (activity based or functional cost)
  - e. Allow growth in proportion with capital.
  
10. Develop a plan for geographic expansion. This could include a rural branch and/or a remote partnership.
  - a. Continuing emphasis on our local presence
  - b. Bring our mission to other areas
    - i. One new staffed Full service branch with transaction capacities, education, and lending.
    - ii. Explore branching Partnerships