



2022-24 Strategic Plan

Vision: PRIA is recognized as the leading resource for the property records industry.

Mission: PRIA develops and promotes national standards and best practices for the property records industry. PRIA accomplishes its mission by:

- Identifying appropriate opportunities for collaboration among industry stakeholders
- Developing recommendations for standards and best practices
- Encouraging and supporting the adoption of such standards and practices
- Providing a clearinghouse for property-records-related information
- Educating members, industry stakeholders and the public about the property records industry

Values:

- Respectful and open-minded
- Attentive to member and industry needs
- Focused on pursuing opportunities and meeting challenges
- Collaborative by providing a culture for participation and sharing

Goal A

Expand educational opportunities for members – LMS, webinars, conference, videos

Tactical Initiative 1

Task force to be created and begin meeting to develop recommendations for reconstructed conferences.

Tactical Initiative 2

Develop management company proforma on additional hours for expansion of LMS.

Tactical Initiative 3

Use In Touch to provide education on a particular topic using content from published papers and to highlight features of the PRIA website.

Tactical Initiative 4

Schedule quarterly calls with all committee co-chairs to discuss activities ongoing or planned.

Goal B

Expand the reach of PRIA in order to increase membership and engagement

Tactical Initiative 1

Reactivate state coordinator program with the goal of finding one volunteer from each state. Coordinators can make periodic contact with their state's recorders, provide information back to PRIA on state conference dates, update the state lists as elections and retirements take place.

Tactical Initiative 2

Determine five states to target for membership, utilizing both state coordinators and membership committee.

Tactical Initiative 3

Add the state recorder leadership to the newsletter distribution.

Goal C

Develop PRIA's role as a data aggregator

Tactical Initiative 1

Develop management company proforma on additional hours for updating and maintaining eRecording counties list.

Tactical Initiative 2

Excerpt some graphs and charts from the Doc Volume Survey for the website showing trends

Goal D

Develop a plan for use of PRIA's reserve funds

Tactical Initiative 1

Schedule meeting with Financial Oversight Committee to make recommendations on uses for reserve funds. Do this prior to the budget committee convening in late May or June. Consider budget adjustment for the 2022-23 budget to upgrade and enhance educational offerings to members.