

Values to Guide CMC's New Strategic Plan

By Keegan Young

This summer, more than our members have explored our state's wildest spaces on Colorado Mountain Club programs. Some of you have reached summits you never thought possible. Others have learned things about the alpine environment, or even about yourselves. We're continually impressed by what our members accomplish.

We've been hard at work this summer, too. Earlier this year, [you helped us decide](#) what our next strategic plan will look like. Once our membership gave us a direction, we revisited the values that guide CMC's decisions every day.

How did you help shape CMC's values?

Writing the values that will drive our strategic plan (and our organization as a whole) didn't happen in a vacuum. We started our journey from a well-placed base camp: value statements that had long guided the CMC. Then we took what we heard from you during our January member engagement sessions and surveys this spring, revisiting our existing values with your priorities in mind. Our goal: be more precise, inclusive, and inspiring.

CMC staff took those draft values to our Strategic Planning Retreat in April. The CMC Board of Directors and Group Councils had a chance to review the updates, and they voted to approve them at that board meeting.

What's changed about the values?

At its core, CMC will always support Colorado's mountains and community. That's what we've been doing for more than 100 years, and it's what we'll do long after this strategic plan is built on by the next one.

As our membership—and the environment—changes, we need to think critically about CMC's specific priority areas and how we can best support the people and places that make our organization what it is. Here's what that looks like to us:

- **Community.** Passionate people are the bedrock of our mountain community and all our work. We are a welcoming and vibrant club that values our community.
- **Education.** Our commitment to outdoor training and education is our legacy. By equipping Coloradans with the skills and confidence they need to move through the mountains, we honor and safeguard the people we love.
- **Stewardship.** Stewarding and conserving wild spaces is our legacy. We proactively protect these landscapes so that future generations can enjoy them.
- **Adventure.** We know mountains can provide dramatic, life-changing experiences. We offer countless recreational, educational, and conservation-focused opportunities that inspire a passion for challenge in the outdoors.

Now what?

These values are the driving force behind our strategic plan. Every piece of the plan—every goal, metric, and action item—will in some way serve one or more of these values.

Now that we have a framework, we are drawing up a trail map for the next five years. As usual, we will continue to seek input from our members along the way.

At the end of this month, we'll hold another town hall-style meeting with representatives from our Group Councils and our Board to get feedback on the direction of our draft plan. We'll also send out a follow-up survey to members and non-members who participated in our engagement sessions and surveys this spring—this will allow us to triple check that we understand what you want from your club.

With that feedback in mind, we'll fine-tune our draft until we've got a strategic plan to show you this fall. Stay tuned for more updates as we move through this process. We can't wait to show you what we've been working on!

Questions or comments on the strategic planning process? Drop us a line at office@cmc.org.