

VISION					
iMasons exists to unite the builders of the digital age					
MISSION					
Our mission over the next 2 years is to advance the industry, grow membership, increase awareness of the industry, develop education programs, and give back to the industry.					
Grow the iMasons Community	Promote the Industry	Develop Educational Programs	Share Knowledge	Give Back	Non-Strategic Activities
<ul style="list-style-type: none"> - Create Local Chapters by end 2019 - Local chapter kit - Start _(10)_ chapters - At least 2 local meetings each by end 2019 - Metrics: <ul style="list-style-type: none"> - # of unique chapters - # of local meetings 	<ul style="list-style-type: none"> - Create job maps / “day in the life” videos - Job maps to be used by people seeking work, or hiring - Metrics: <ul style="list-style-type: none"> - # of maps created - # of maps downloaded - # of videos created - # of videos downloaded 	<ul style="list-style-type: none"> - Degree & certificate programs at universities - Promote infrastructure programs with university-style institutions - Assist them in building curriculum and executing - Metrics: <ul style="list-style-type: none"> - # of course templates deployed (2 by June 2017) 	<ul style="list-style-type: none"> - Create Mentorship program - Metrics: <ul style="list-style-type: none"> - # of mentorships - # of papers produced - # of videos produced 	<ul style="list-style-type: none"> - Raise and invest \$2 million - Metrics: <ul style="list-style-type: none"> - Amount donated or invested 	<ul style="list-style-type: none"> - Recruit major sponsors - Founding Partners (10-12) - Leadership Partners (10) - Sponsorship committee
<ul style="list-style-type: none"> - Grow to 2000 members - Metrics: <ul style="list-style-type: none"> - xx% Associate members - US 60% / EMEA 30% / APAC 10% - 2x percentage 2017 female members (baseline needed) 	<ul style="list-style-type: none"> - Data Center Apprentice tours - Bring college / high school / middle school students to high-profile data centers - build interest in infrastructure careers - Metrics: <ul style="list-style-type: none"> - 6 tours in 2018 - 18 tours in 2019 (6 nat'l org, 12 local org) 	<ul style="list-style-type: none"> - Education focused on 50-50 participation by men and women - Develop programs - Metrics: <ul style="list-style-type: none"> - Number of programs targeting 50-50 participation 	<ul style="list-style-type: none"> - Technical Committee Manage technical programs within iMasons - Recruit project / program leaders - Manage progress - Drive publication process 	<ul style="list-style-type: none"> - Provide 50-50 M/F scholarships - Metrics: <ul style="list-style-type: none"> - Number of M/F scholarships awarded 	<ul style="list-style-type: none"> - Web site maintenance - Promote infrastructure programs with
<ul style="list-style-type: none"> - App Development - Develop mobile app that can track event attendance, allow members to connect “ad hoc”, validate member profiles, and track participation points 	<ul style="list-style-type: none"> - Marketing plan - Develop marketing plan to promote iMasons organization and digital infrastructure industry 	<ul style="list-style-type: none"> - Beginning programs with: - Kingston University - Colorado School of Mines - Oregon State - University of Tennessee 	<ul style="list-style-type: none"> - DCPI - continue development - additional publications - promotion of concept 	<ul style="list-style-type: none"> - Create and manage 501(c)3 - Allow true charitable donations - Recruit/manage 501(c)3 board - Legal help for separation, incorporation 	<ul style="list-style-type: none"> - Content development - videos - blogs - Thoughts papers
<ul style="list-style-type: none"> - 50/50 program development - Work with leaders of the group to publish, promote - Build and promote speakers’ council and help get them placed at major events - Track female participation in iMasons events, activities - Recruit female members of Advisory Council 	<ul style="list-style-type: none"> - 2018 Events (11): - (4) local events + London - (2) Advisory Council mtgs - (2) Leadership Summits - DCD NYC - Datacloud Europe (Monaco) - DCD SFO 	<ul style="list-style-type: none"> - Continued relationship with: - SMU - UIUC - Oregon State - USC - Anglia Ruskin 	<ul style="list-style-type: none"> - DCIRN - develop program - attract board - manage submissions, publications, security - promote program @ conferences, with media 	<ul style="list-style-type: none"> - Intern program - Recruit/hire/manage college students who have interest in non-profits - Hire part time to run operations of fund (proposal sourcing, package preparation, IM Fund Committee meetings, candidate communications, 	
	<ul style="list-style-type: none"> - Marketing Committee - Manage marketing programs within iMasons - Recruit project / program leaders - Manage progress - Drive publication process 				