

# MAPP's Future Direction

- MAPP is driven to be recognized as an organization of excellence.
- By continuing to develop its value proposition, MAPP will improve its membership retention by increasing participation and engagement.
- Membership expansion will occur as a result of increased engagement coupled with a balanced and controlled approach to growth concentrated on recruiting companies that match its values.

## MAPP in the year 2020

By 2020, MAPP will be a larger organization, but more importantly, MAPP will be marked by a significant increase in membership participation at all management levels.

Attendance at MAPP's conferences, plant tours, summits, webinars, and peer networking functions will steadily grow as well as participation in MAPP's surveys and benchmarking activities. Activity in the area of problem solving and members assisting other members will grow substantially.