



2022-2025 Strategic Priorities

The EFA advances excellence among our dynamic community of freelance editorial professionals by providing opportunities for business development, learning, and networking. Our resources help our members and their clients build successful collaborations. Our vision is a vibrant community of freelance editorial professionals—esteemed for their expertise, inclusive in their ethos, and thriving in their businesses—helping clients launch ideas into the world.

Streamline & Systematize Structure & Governance

Desired Outcome: An effective and representative board that is accountable to the membership and that provides oversight to an organizational structure that is staffed appropriately for sustainable growth.

Analyze governance Prioritize integration of EDI
Realign structure Streamline decision making

Professionalize & Expand Education

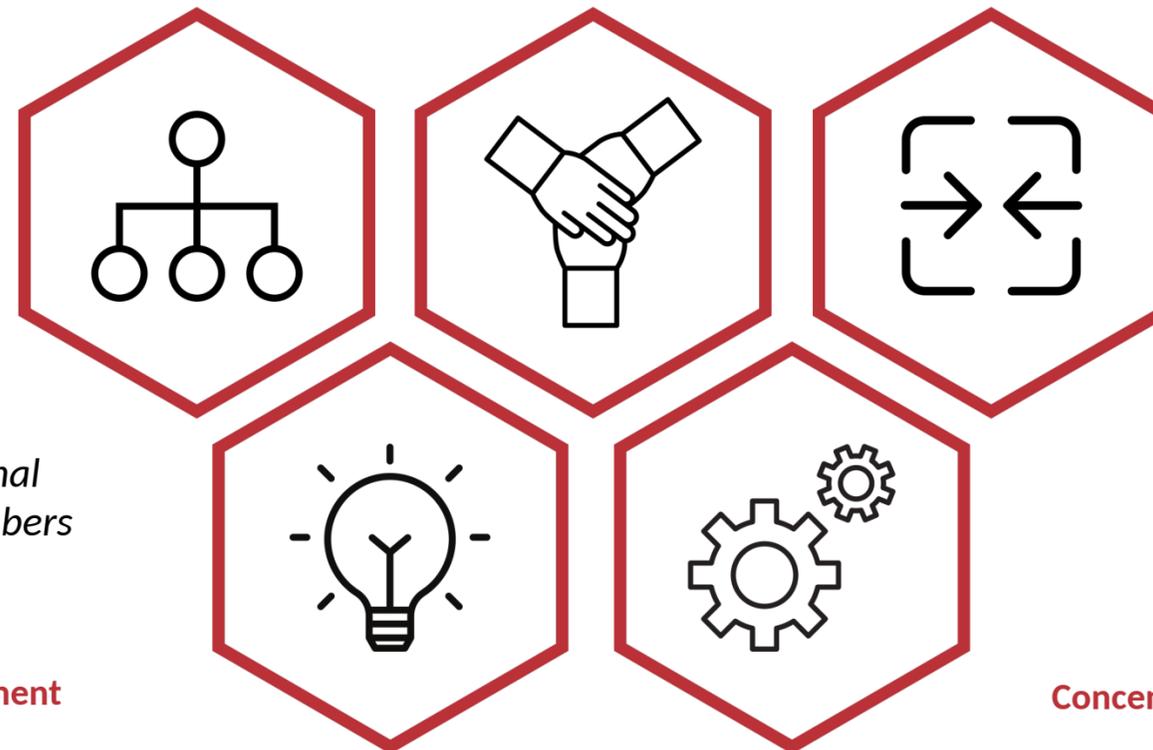
Desired Outcome: A professional and valued educational program that addresses the evolving needs of all members and their clients, providing sustainable revenue and enhancing the reputation of the EFA.

Manage efficiently Ensure content reflects EDI commitment
Expand offerings Professionalize business operations

Elevate & Integrate Equity, Diversity & Inclusion

Desired Outcome: This organization-wide challenge and priority stands as a dedicated strategic objective while working within the other strategic goals to integrate diversity, equity, and inclusion across all EFA programs.

Build on Diversity Initiative Invest resources to promote EDI
Ensure safe and accessible spaces Provide inclusive pathways



Engage & Strengthen Membership

Desired Outcome: A diverse and representative membership that is engaged and growing, seeing the value in the organization and the relationships it creates.

Prioritize engagement Define value proposition
Harness member data Stabilize membership

Coordinate & Optimize Communications

Desired Outcome: Effective, data-driven, and welcoming communications that are strategically focused and coordinated across channels.

Evaluate communications
Professionalize processes
Concentrate on integration of EDI
Develop comms. strategy

