



International Trombone Association

Dedicated to the Advancement of Trombone Performance, Pedagogy, Literature and Research

Strategic Action Plan (Outline)

Our Vision	ITA is a fully Inclusive Organisation and the Hallmark for the Trombone
Our Mission	To Promote, Nurture and Celebrate the Trombone and Trombone-related Issues
Our Objective	10,000 members by 2009
Our Strategies	<ol style="list-style-type: none">1. Support & Create an Environment for Personal Interaction2. Celebrate our Diversity3. Offer an Authoritative and Informative Critique4. Provide a Platform for Scholarly Development5. Create an Interactive and Multimedia Website
2005 Target	5500 members; 75% renewal rate (within 1 month of expiry)
2006 Target	6500 members; 80% renewal rate (within 1 month of expiry)