



The American Precision Optics Manufacturers Association (APOMA) is the focal point of American precision optics manufacturing collaboration, facilitating the ongoing exchange of ideas and expertise among our diverse membership base. By advancing workforce development, defining industry standards, and sharing process improvements and innovations, APOMA empowers operational excellence throughout all aspects of optics manufacturing. Our membership consists of fabricators, coaters, engineers, designers, and educators, all united in the goal of advancing optics manufacturing in the United States.

SCOPE OF WORK

MEMBER SURVEY AND MARKET RESEARCH:

Conduct a comprehensive survey of APOMA members and perform market research to identify how APOMA can better support the industry and its membership.

Compile results and present findings to board.

STRATEGIC PLANNING:

Develop a strategic plan to address the needs and expectations of APOMA members based on the survey and research findings.

The plan should include estimated budgets, projections, and an advertising/marketing strategy.

- ▶ **1 Year Plan:** Set financial targets to increase membership dues revenue by >15% as well as increasing revenue from new types of services, events, membership categories, etc., targeting a minimum of \$100,000 in additional revenue.
- ▶ **5 Year Plan:** Aim for a 50% increase in membership revenue, a continued expansion of services, events, and etc. while covering any additional operating costs required to manage, develop and maintain the expanded offerings along with establishing a reserve fund greater than 5X the fixed operating expenses to support future initiatives.

MISSION STATEMENT REVISION:

Revise the existing mission statement to align historic and current objectives, providing clear guidance for leadership to add value to membership and foster APOMA organizational growth.

BOARD MEMBER ROLE DEFINITION:

Define the roles of board members to best align with the revised mission statement and the goals of increased membership satisfaction and growth.

OBJECTIVE FOR 2025

The primary goal for 2025 is to enhance the value of membership for existing members and facilitate further growth nationwide. To achieve this, the board proposes hiring a consultant to execute the directives outlined in scope of work.

BIDDING INSTRUCTIONS

Bidding Closes on January 8th, 2025

Please provide a breakdown of costs within your bid:
Project Costs, Travel Budget, Marketing, Etc.

Include project timeframe

Send inquiries and bids to:
Lee@EscoOptics.com