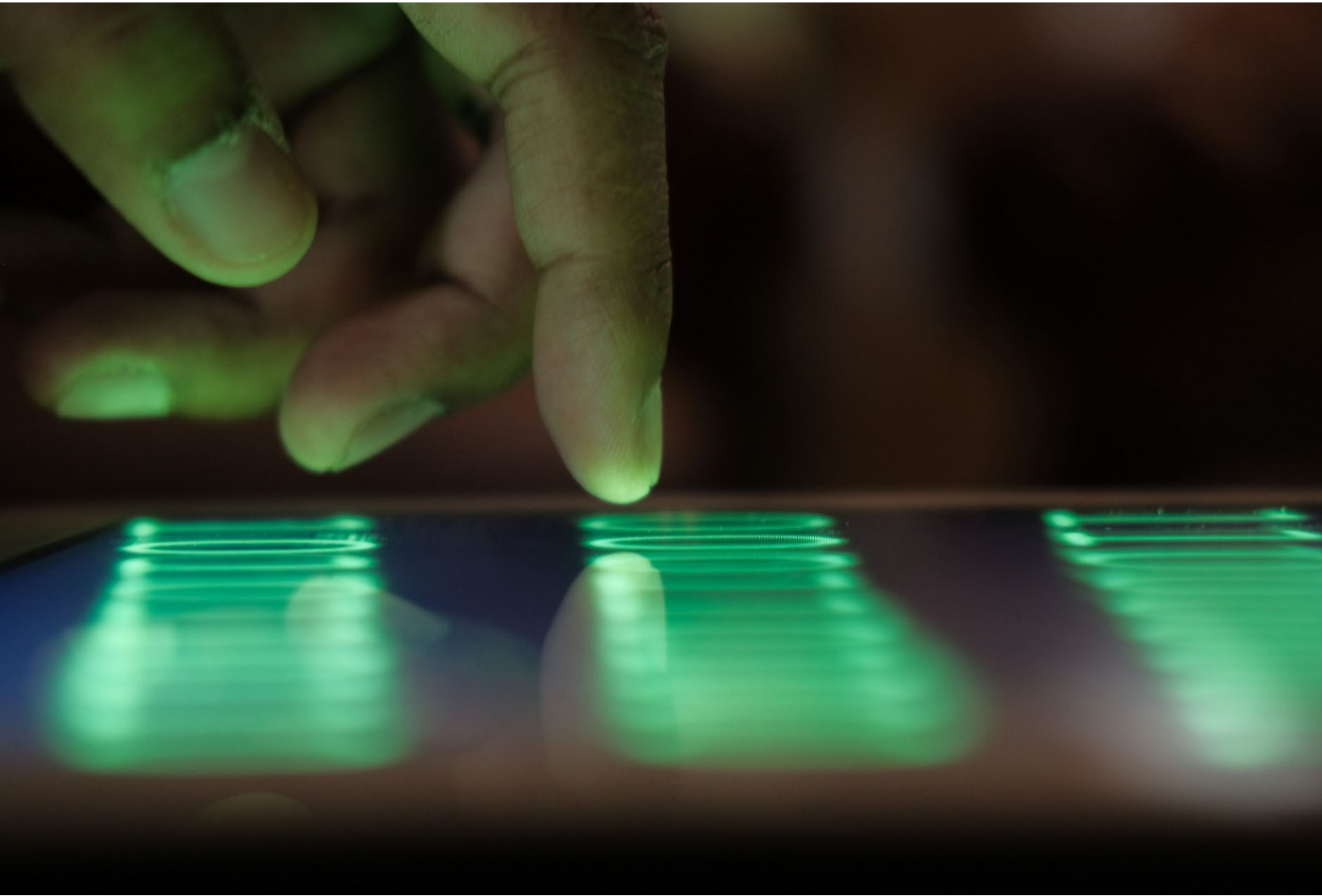




2026–2029 Strategic Plan

June 2026



CONTENTS

Planning Process.....3
 Summary of Findings.....3
The Industry We Represent and Serve5
Strategic Direction5
 Our Vision6
 Our Mission.....6
 Our Values.....6
 Positioning Statement.....6
Five Strategic Priorities.....7
 Priority 1: Effective Advocacy and Industry Intelligence.....7
 Priority 2: Strengthen Communications and Public Presence.....9
 Priority 3: Strengthen Governance and Organizational Capacity 10
 Priority 4: Design Programs and Services Around Mandate, Member Value, Revenue Opportunity..... 11
 Priority 5: Secure Sustainable Core and Project Funding 13
Implementation Summary: 2026–2029 15
Success Measures..... 17

PLANNING PROCESS

In 2018 Tech Yukon created its most recent strategic direction document. During the fall 2025 / winter 2026 Tech Yukon has undertaken a strategic review comprised of:

- Members feedback collected in 2025
- Organizational review of programs and services, participation and impact
- Review of governance mechanisms, finance and human resource capacity
- Environmental scan of 14 business / industry associations and innovation organizations
- Key informant interviews with seven industry associations, funders and partners
- I-on-I interviews with all board and staff

This review aimed to establish where Tech Yukon is currently situated in the Yukon's technology and innovation landscape, understand the association's current impact, and develop a common understanding of gaps and opportunities in areas of interest to our members and the industry.

This work was led by Inga Petri of Strategic Moves and a member of the board of directors, in collaboration with Bethany Ryan and Trevor Mead-Robins, who both serve on the board. The environmental scan and internal interviews were conducted by Felicity Buckell, an outside consultant.

In March 2026 a Summary Report of Findings as well as the detailed reports were shared with the Tech Yukon board and staff for review and to inform a strategic planning retreat.

On May 4, a full day strategic planning retreat — designed and facilitated by Inga Petri — was attended by board members and staff. The following three-year draft strategic plan is the culmination of the reflections and conversation during the retreat.

Summary of Findings

Tech Yukon is at a real decision point about its role and its priorities moving forward.

The findings showed an organization with a legitimate role in Yukon's technology ecosystem, but also one whose mandate, identity, and value proposition have become too diffuse. The central issue was what kind of organization Tech Yukon needs to be now and how to strengthen its governance and impact; what its signature activities are; and to prioritize its efforts to be credible, useful, and sustainable.

Across internal, member and external perspectives, the strongest themes were related to focus, capacity, collaboration, advocacy, member value, and accountability. Tech Yukon was seen as lacking capacity to be a fully fledged industry association, program-delivery organization, advocacy voice, communications hub, and ecosystem connector all at once. This next three-year plan needed to be built around clear priorities and organizational capacity that reflect what a lean member-based association can do well.

The findings pointed toward positioning Tech Yukon first as an industry association and ecosystem connector for Yukon's digital technology¹ industry, with advocacy and selective programming in service of that role. Advocacy remains valued, particularly around procurement, digital infrastructure, talent, and technology adoption. Programming should focus on practical, applied support that helps Yukon businesses use technology more effectively, without allowing programming opportunities to create mandate drift.

The findings also made clear that membership value, communications, responsiveness, reporting, and governance discipline needed strengthening. During the strategy retreat, conversation about who should be members and whether Tech Yukon should continue with the definition of serving organizations in the Information and Communication Technology industry (ICT) or whether it would be meaningful to adopt a broader definition of technology.

Finally, there was discussion about board governance and the necessity of rebalancing with more responsibility of the board to provide support staff rather than relying on being staff-led. The impending Executive Director transition, after nine years of consistent, skilled leadership, creates an opportunity to reset expectations, sharpen the organization's role, build partner confidence, and align future leadership with clear strategic direction.

The strategic themes discussed by the board and staff centred on clarifying Tech Yukon's role, clearly articulating its priorities, and building strength through focus and credibility around programs:

- Mandate, identity, and positioning
- Capacity and prioritization
- Ecosystem collaboration
- Focused advocacy
- Programming and mandate drift
- Membership and Membership value
- Communications, responsiveness, and follow-through
- Governance, accountability, and measurement

Overall, the retreat identified the need to move Tech Yukon from broad programming to a sharper strategic role, clear value, strong partnerships, practical programming, and focused advocacy.

Of note, financially, Tech Yukon depends on territorial and federal government project funding, with some core funding provided by the Government of Yukon's Economic Development arm. There was some discussion of developing other revenue streams to finance Tech Yukon's essential work.

¹ The [Digital Technologies/ICT](#) industry comprises industries primarily engaged in producing goods or services, or supplying technologies, used to process, transmit and display data or information. Canadian "world-class talent" drives forward digital transformation, advancements in artificial intelligence, software, cybersecurity, and telecommunications, according to Innovation, Science and Economic Development Canada (ISED).

THE INDUSTRY WE REPRESENT AND SERVE

The Yukon's digital technology industry is both a distinct industry and an enabling force across the territory's wider economy. It supports productivity, connectivity, modernization, resilience, and innovation across mining, construction, transportation, public services, tourism, education, business, and community life. A stronger digital technology ecosystem can help diversify and stabilize Yukon's economy while improving the capacity of businesses, governments, and communities to operate in a northern, remote, and rapidly changing environment.

The digital technology industry includes Yukon-based companies and organizations that develop, manufacture, deliver, apply, secure, integrate, commercialize, or support or consult on digital technologies. This includes artificial intelligence, augmented and virtual reality, software, manufacturing and hardware, wholesaling, wired and wireless telecommunications, as well as cable and other distribution, cybersecurity, data systems and related digital infrastructure and services.

STRATEGIC DIRECTION

Tech Yukon = Industry Champion

Building the Yukon's Digital Technology Eco-system

Professional development
for members, businesses
and the public

Eco-system connector

Support across the
spectrum from start-ups
to mature businesses

Industry data and
intelligence

In line with Tech Yukon's current bylaws, the organization will re-centre itself as *the* industry association, champion and trusted voice for the Yukon's digital technology industry.

Our Purpose

To enhance the sustainability and economic impact of the digital technology industry in the Yukon and support member businesses with programs, information, networking, and professional representation.

Our Objectives

To represent, connect, inform, and advocate for Yukon-based businesses and organizations working in the digital technology industry.

To deliver programs and services, where those activities serve a clear purpose: to strengthen member value, build industry knowledge, support business and market growth, and create the conditions for a more visible, credible, and resilient digital technology ecosystem in the Yukon.

Our Vision

The Yukon has a visible, credible, and growing digital technology industry that strengthens the territory's economy, infrastructure, business capacity, and quality of life.

Our Mission

Tech Yukon is the go-to source for information, advocacy and connection, and industry intelligence about Yukon's digital technology industry. Over the next three years, Tech Yukon will align its governance, programs, communications, partnerships and funding, behind that role.

Our Values

- **Innovation and Sustainability** — Tech Yukon supports forward-looking ideas, practical innovation, and community-minded growth while ensuring the organization and the industry can thrive over time.
- **Collaboration** — Tech Yukon works together with members, partners, funders, businesses and the wider ecosystem to strengthen the technology industry.
- **Inclusion and Accessibility** — Tech Yukon welcomes diverse people, businesses, communities, and levels of technology experience, and works to reduce barriers to participation.
- **Transparency** — Decisions, priorities, communications, and reporting are clear and timely to members, partners, funders, and the broader community.
- **Accountability** — Activities create clear value for members and the broader digital technology industry, with the responsible use of resources and reliable follow-through on its commitments.

These values will be reflected throughout our association including in our communications, member engagement, board reporting, programming decisions, and annual progress reporting.

Positioning Statement

Tech Yukon is the go-to source for insight, advocacy, and connection across Yukon's digital technology industry.

FIVE STRATEGIC PRIORITIES

Build the Yukon's Digital Technology Ecosystem

Priority 1: Effective Advocacy and Industry Intelligence

Priority 4: Design Programs and Services Around Mandate, Member Value, Revenue Opportunity

Priority 2: Strengthen Communications and Public Presence

Priority 3: Strengthen Governance and Organizational Capacity

Priority 5: Secure Stable Core and Project Funding

Priority 1: Effective Advocacy and Industry Intelligence

The core concept that emerged during the strategic planning process was the move from narrow issue advocacy to ecosystem advocacy. Tech Yukon should help define what a viable digital technology ecosystem in the Yukon needs: talent, education and professional development, infrastructure, buyers, procurement pathways, market access, fast and reliable internet connectivity, maturing businesses, investment, data and information, and visibility. The goal is to identify “the circumstances we need to create” for a strong, mature ecosystem; and to work toward their realization.

Goal 1.1 — Publish an Annual Yukon Digital Technology Industry Outlook

Specific	In 2027, publish the first <i>Annual Yukon Digital Technology Industry Outlook</i> that becomes the go-to source for data and information on the industry, including company profiles, workforce needs, infrastructure issues, procurement barriers, market opportunities, progress made and emerging technologies.
Measurable	First outlook published; annual update schedule established; number of member inputs tracked; report cited or used by government, partners, funders, media, and members.
Accountable	ED, with a board-led Industry Intelligence/Advocacy Committee.
Resources	Research support; member survey; interviews; data review; publishing budget.
Timeline	Design, research and develop in 2026-27; first release in Q2 2027; annual updates.
Emotional buy-in / why	Becoming the go-to place for industry information requires Tech Yukon to own and organize industry knowledge and turn data into actionable insight.
Refinable	Improve indicators annually as better data becomes available.

Goal 1.2 — Establish 2–3 core advocacy positions

Specific	By end of 2026, identify and approve 2–3 core advocacy platforms that matter across the industry, and develop evidence-based recommended actions for decision-makers.
Measurable	Board-approved advocacy platform; annual action plan; at least one formal submissions/briefings/roundtables per year; progress tracked against each platform.
Accountable	Industry Intelligence/Advocacy Committee and ED.
Resources	Board expertise; member consultation; policy writing; partner meetings.
Timeline	2026-27 platform; 2027 onwards: ongoing implementation and refinement.
Emotional buy-in / why	Defined industry-wide focus areas prevent Tech Yukon from becoming a reactive catch-all. It also gives members and funders a clearer reason to care.
Refinable	Annual review: keep, adjust, retire, or add advocacy priorities based on member/ industry relevance.

Goal 1.3 — Become a subject-matter partner to other business and industry organizations

Specific	Create a formal role for Tech Yukon as the digital technology subject-matter resource for other associations and business organizations, especially on procurement, cybersecurity, AI, data, digital adoption, and infrastructure.
Measurable	At least two partner briefings or co-hosted sessions per year; partner list maintained; feedback collected; referrals tracked.
Accountable	ED and Industry Intelligence/Advocacy Committee.
Resources	Relationship management time; presentation materials; subject-matter volunteers.
Timeline	Begin in 2026; formalize through 2027; fully mature in 2028.
Emotional buy-in / why	Tech Yukon does not need to compete with the Chambers or Yukonstruct. It can fill a clear lane as the technology expert in the wider ecosystem.
Refinable	Review annually to ensure partnerships generate value rather than merely consume staff capacity.

Priority 2: Strengthen Communications and Public Presence

If Tech Yukon wants to be the go-to source for digital technology industry information, its website and communications must become more consistent and authoritative. The website must be regularly updated, and serve as the key repository of insight documents, program registration, membership recruitment and any other association business.

Goal 2.1 — Relaunch website and communications around the affirmed positioning

Specific	Relaunch Tech Yukon’s website and core communications so they clearly explain who Tech Yukon is, who it serves, what it advocates for, what members gain, and where to find industry information.
Measurable	New site architecture/copy; updated member directory; advocacy platform page; industry outlook page; newsletter aligned to strategic priorities; website analytics tracked.
Accountable	ED and Communications lead/contractor (new role).
Resources	Web/copy/design budget; board review; member input.
Timeline	2026 for immediate updates; 2027 for more comprehensive overhaul if needed
Emotional buy-in / why	The well-functioning and well-designed website is the calling card for our digital technology credibility. Through its active management we can present a clear public profile and enhance our reputation.
Refinable	Review web site analytics and user feedback every six months.

Goal 2.2 – Establish a regular communications program

Specific	Develop and implement a consistent communications plan that includes an active website, regular e-newsletter, timely programming updates, member and industry news, and clear communications on Tech Yukon’s advocacy positions and priorities. This should be both member engagement and community information.
Measurable	Review communications performance quarterly using website, newsletter, social, event, and member engagement metrics.
Accountable	ED and Communications lead/contractor (new role).
Resources	Communications plan, annual communications calendar, and templates either created internally or by a contractor
Timeline	Developed during 2026 with phased implementation, with all components in use by Q3 2027
Emotional buy-in / why	The communications program should support two-way member engagement, member-to-member visibility, public understanding of TechYukon’s role as the voice and connector for Yukon’s digital technology industry, and regular reporting on what Tech Yukon is doing and learning.
Refinable	Adjust the communications program annually based on member feedback, analytics, advocacy priorities, and available staff capacity.

Priority 3: Strengthen Governance and Organizational Capacity

Recent boards had fallen into a pattern where the ED chairs board and committee meetings, strategy and programming had become staff-led, there was no staff performance management structure, and the board functioned more like a sounding board than a governing body. With the impending transition in the Executive Director role, there is a strategic opportunity to moved toward a stronger board role, with board-led committees and clearer differentiation between board and ED responsibilities and accountabilities.

Goal 3.1 — Define and support the ED role

Specific	Define the ED role as an association leader, relationship-builder, industry advocate, and organizational manager. Establish a transparent performance management system for the ED and staff.
Measurable	Updated ED job description; performance management process; annual goals; board–ED communication norms; onboarding plan.
Accountable	Board Chair and Governance/HR Committee; supported by current ED
Resources	HR advice if needed; board time.
Timeline	Immediate priority in Q2 and Q3 2026; review and update annually.
Emotional buy-in / why	Recruiting without clarity is more likely to reproduce the current ambiguity than to establish a strong, reliable governance system.
Refinable	Recalibrate annually as staffing and funding change.

Goal 3.2 — Rebuild board governance and committee structure

Specific	Establish a clearer board governance model with standing committees aligned to the strategic plan, e.g. Governance/HR, Finance/Risk, Industry Intelligence/Advocacy and Programs/Partnerships.
Measurable	Committee terms of reference approved; chairs appointed; annual workplans created; board agenda aligned to strategic priorities.
Accountable	Board Chair and Governance Committee.
Resources	Board time; governance templates; facilitation if needed.
Timeline	Establish during 2026-27; ongoing implementation
Emotional buy-in / why	A stronger board reduces ED isolation, improves accountability, and ensure the plan can be deliverable through well-coordinated action.
Refinable	Review board and committee effectiveness annually, through a standardized self-assessment.

Goal 3.3 — Align capacity with commitments

Specific	Maintain a realistic workload model that connects every major commitment to staff time, board time, funding, and partner capacity.
Measurable	Annual workplan includes staff/board capacity assumptions; no major project approved without resource assessment; overload risks reported quarterly.
Accountable	ED and Governance/ HR and Finance/Risk Committee.
Resources	Simple capacity planning tool; board discipline.
Timeline	2026 and ongoing.
Emotional buy-in / why	Tech Yukon cannot build its credibility if it overpromises and underdelivers.
Refinable	Adjust quarterly based on funding, staffing, and program load.

Priority 4: Design Programs and Services Around Mandate, Member Value, Revenue Opportunity

Programs are valued, especially practical offerings such as Accelerate IP, AI and Quantum Computing, cybersecurity, data literacy and digital adoption. These programs usually serve the broader community, not only members. In evaluating programs and services, Tech Yukon should focus where they advance the association’s mandate, build industry intelligence, create member and industry value, generate unrestricted revenue, or are fully resourced and capacity-neutral.

Goal 4.1 — Create a program decision filter

Specific	Adopt a program decision filter that determines whether Tech Yukon should lead, partner, refer, defer, or decline a program opportunity.
Measurable	Filter approved and used for all new program/funding decisions; board receives a short program-fit assessment before approving major commitments.
Accountable	Board and ED.
Resources	Board workshop; financial analysis; staff time.
Timeline	Q3-Q4 2026
Emotional buy-in / why	This is the practical mechanism that is designed to prevent mandate drift.
Refinable	Adjust after first year based on staff workload, financial results, and member value.

Initial suggested program filters:

1. Does this strengthen Tech Yukon’s role as an industry association?
2. Does it create clear value for members or the digital technology industry?
3. Does it generate useful industry intelligence or relationships?
4. Is Tech Yukon the right lead, or should it partner/refer?
5. Is it fully funded, capacity-neutral, or financially beneficial?
6. What must be stopped or delayed if we accept this?

Goal 4.2 — Define 2–3 signature program streams

Specific	Define 2 to 3 signature program streams that support the industry ecosystem strategy (in the past they have included Digital Technology Business Readiness, Cybersecurity, Data and AI for Yukon Organizations, IP and Commercialization, Scale-up/Export Readiness, Buyer–Supplier Connection).
Measurable	Program streams approved; annual schedule published; participation, member engagement, revenue generation, referrals, and satisfaction tracked.
Accountable	ED and Program Committee.
Resources	Program funding; instructors; member experts; partner venues/platforms.
Timeline	Design Q3 2026 to Q2 2027; implement Q3 2027 and onwards
Emotional buy-in / why	A small number of recognizable program streams will build reputation better than one-off offerings.
Refinable	Retire or redesign low-value programming activities and build or update continuing programs annually.

Goal 4.3 — Explore a separate program brand or delivery arm

Specific	During 2027, assess whether Tech Yukon should create a separate program brand, sub-brand, or delivery arm for public-facing training and funded programs, while protecting the core Tech Yukon identity as an industry association.
Measurable	Options paper completed; legal/financial/governance implications assessed; board decision made.
Accountable	Board Finance/Governance Committee and ED.
Resources	Legal/accounting advice; staff analysis; funder conversations.
Timeline	Q2 2027 options paper, Q4 2027 decision; implementation only if justified.
Emotional buy-in / why	This idea emerged as a way to separate industry advocacy from program-delivery/revenue activity without necessarily abandoning either.
Refinable	Pilot through branding first before creating a separate legal entity.

Priority 5: Secure Sustainable Core and Project Funding

The financials make our reality clear: government and project funding drive the organization’s activity, while membership fees are tiny relative to operations. In 2024–2025, membership fees were \$2,400 against total revenue of \$571,000. This does not mean Tech Yukon should attempt to become membership-funded; all industry associations and chambers of commerce in the Yukon receive substantial public support to carry out their industry representation functions. It does mean the organization needs to examine its financial model and explore more diverse revenue avenues: protect territorial/core funding, use territorial and federal project funding intentionally, build some unrestricted revenue where possible, and not treating budget size as an indicator of success.

Goal 5.1 — Protect and renew territorial/core funding

Specific	Maintain territorial/core funding as the foundation for Tech Yukon’s industry association function, with a renewed case based on industry leadership, intelligence, and member value.
Measurable	Annual funding renewed; funder report links dollars to strategic outcomes; funding narrative updated to match the new plan.
Accountable	ED, Board Chair, Finance/Risk Committee.
Resources	Funding proposal/reporting time; industry data; board-funder relationship management.
Timeline	Immediate and annual.
Emotional buy-in / why	Without core funding, Tech Yukon cannot realistically sustain staff capacity for association work.
Refinable	Develop contingency options annually in case funding levels change.

Goal 5.2 — Increase unrestricted and flexible revenue modestly

Specific	Increase unrestricted or flexible revenue through sponsorships, paid industry briefings, member-value events, premium directory/profile opportunities, or fee-for-service offerings and similar, where appropriate.
Measurable	Baseline unrestricted revenue in 2026; target 10–15% annual growth in flexible revenue after 2027; track net revenue after related expenses.
Accountable	ED and Finance/Risk Committee.
Resources	Sponsorship package; member benefits review; website/directory upgrade.
Timeline	Design in 2027; implement 2027 onwards
Emotional buy-in / why	Tech Yukon will not be independent through dues alone, but even modest flexible revenue improves resilience and choice.
Refinable	Drop low-margin activities, unless fully funded.

Goal 5.3 — Report on outcomes, not only outputs

Specific	Shift financial and activity reporting toward outcomes: member value, industry knowledge, advocacy progress, partner influence, program learning, and capacity impact.
Measurable	Annual strategic dashboard created; quarterly board review; annual member/funder impact summary.
Accountable	ED and Board.
Resources	Dashboard template; staff time; data collection.
Timeline	2026-27 dashboard; annual public summary from 2027 on.
Emotional buy-in / why	Counting activities is not enough. Tech Yukon needs to show why its existence matters through outcomes and real world impact.
Refinable	Adjust measures annually to avoid tracking vanity metrics.

IMPLEMENTATION SUMMARY: 2026–2029

Tech Yukon is a lean member-based association, and successful implementation will depend on clear priorities, disciplined choices, available funding, realistic staff capacity, active board participation, and strong partnerships. This strategic plan will be implemented gradually over three years inline with our capacity.

Implementation is a shared responsibility between the staff and board. Staff will establish a detailed annual workplan with milestones and deliverables; and continue to lead day-to-day operations, relationship management, communications, program delivery, funding administration, and implementation coordination. The board will strengthen its governance role by setting direction, leading committees, providing oversight, contributing expertise, supporting funder and partner relationships, and ensuring that major commitments are aligned with available staff, board, financial, and partner capacity.

The first year will focus on stabilization, clarity, and foundational systems. The second year will move into more visible implementation, including stronger communications, advocacy platforms, publishing the first industry outlook, program stream decisions, and renewed funding narratives. The third year will focus on refinement, maturity, evaluation, and sustainability.

Priority Area	2026–2027: Stabilize and Build Foundations	2027–2028: Implement and Strengthen	2028–2029: Refine and Mature
Priority 1: Effective Advocacy and Industry Intelligence	Establish the Industry Intelligence/Advocacy Committee; confirm 2–3 advocacy platforms; begin research design for the <i>Annual Yukon Digital Technology Industry Outlook</i> ; start partner briefings and relationship mapping.	Publish the first <i>Industry Outlook</i> ; use findings to support advocacy, funding, member engagement, and public positioning; continue at least one formal briefing, submission, or roundtable per year.	Update the <i>Industry Outlook</i> annually; refine advocacy positions based on member and industry relevance; deepen Tech Yukon’s role as the digital technology subject-matter partner for other business and industry organizations.
Priority 2: Strengthen Communications and Public Presence	Complete immediate website and communications updates; clarify Tech Yukon’s positioning, member value, advocacy role, and industry information function; develop a communications calendar and basic reporting rhythm.	Implement a regular communications program, including website updates, e-newsletter, programming updates, member and industry news, and advocacy communications; improve member-to-member visibility and	Review communications analytics and member feedback; refine website, newsletter, directory, and public presence; use communications more deliberately to demonstrate outcomes, value, and industry leadership.

Priority Area	2026–2027: Stabilize and Build Foundations	2027–2028: Implement and Strengthen	2028–2029: Refine and Mature
		public understanding of Tech Yukon’s role.	
Priority 3: Strengthen Governance and Organizational Capacity	Define the ED role; establish performance management and board–ED communication norms; rebuild committee structure; introduce capacity planning for major commitments.	Use committees to advance the strategic plan; align board agendas and annual workplans with the five priorities; review workload, staffing, funding, and risk quarterly.	Conduct annual board and committee effectiveness reviews; refine governance practices; maintain capacity discipline so Tech Yukon does not overpromise or drift from mandate.
Priority 4: Design Programs and Services Around Mandate, Member Value, Revenue Opportunity	Adopt and begin using the program decision filter; assess existing and proposed programming against mandate, member value, industry intelligence, revenue potential, and capacity.	Define 2–3 signature program streams; publish an annual program schedule; assess whether a separate program brand, sub-brand, or delivery arm is useful or necessary.	Retire, redesign, or strengthen program streams based on member relevance, participation, learning outcomes, revenue contribution, and staff capacity.
Priority 5: Secure Sustainable Core and Project Funding	Protect and renew territorial/core funding; update the funding narrative to align with Tech Yukon’s industry association role; establish baseline unrestricted/flexible revenue; begin dashboard design.	Strengthen funder reporting around outcomes, not only activities; explore sponsorships, paid industry briefings, member-value events, directory/profile opportunities, and appropriate fee-for-service activities.	Refine the financial model; continue modest growth in flexible revenue where it is worthwhile; maintain annual public/member impact reporting and contingency planning for funding changes.

Implementation should be reviewed quarterly by the board and staff using a simple strategic dashboard. The purpose of the dashboard is to help Tech Yukon’s board and ED stay focused, track progress, identify overload risks early, and adjust the plan as funding, staffing, partnerships, and member needs evolve.

By the end of the three-year period, Tech Yukon should have a clearer public identity, stronger governance, a more consistent communications presence, a recognized industry intelligence and advocacy function, more disciplined program decision-making, and a more credible case for sustained core and project funding.

SUCCESS MEASURES

Tech Yukon should use measures the organization can reasonably influence or directly control.

Suggested dashboard measures:

Area	Measures
Mandate clarity	Board/member understanding; current bylaws; updated website and communications language
Advocacy	Establishment of industry advocacy platforms; submissions; briefings; partner meetings; policy references
Industry intelligence	Annual industry outlook completed; member participation; citations/uses by partners
Membership	Number of active members; member retention; member satisfaction; directory participation
Programs	Program fit score; participation; member relevance; net revenue contribution; learning outcomes
Finance	Core funding renewed; unrestricted revenue; project margin; operating reserve
Governance	Committees active; ED and staff performance process; board workplan completion
Communications	Website traffic; newsletter engagement; directory use; media/partner references
Partnerships	Lead/partner/refer map; active strategic relationships; partner feedback