



2008 Strategic Plan

Goal 1: Membership Involvement

<u>ACTIONS/STRATEGIES</u>	<u>RESPONSIBLE PARTY</u>	<u>COMPLETED BY</u>
Survey current membership to better understand their needs as members. We will utilize SurveyMonkey.com as a tool to develop, distribute, and analyze the results.	Executive Director	First survey: March 2008 Ongoing after
Form new Membership Committee	Executive Director Assistant Director	April 2008
Increase membership by developing a recruitment and retention plan for the organization	Executive Director Membership Committee	May 2008
Recruit members to serve on committees and be committee chairs. Assist in establishing new leadership on the committee level.	Committee Chairs Chair Elects Executive Director Ambassadors	Ongoing

Goal 2: Committee Structure, Participation, and Mission Tie-In

<u>ACTIONS/STRATEGIES</u>	<u>RESPONSIBLE PARTY</u>	<u>COMPLETED BY</u>
The strategic plan will be presented to each committee chair in a joint meeting. At this meeting, committee strategies will be developed for the remainder of the 2008 work year. Each committee will evaluate their strategies as it relates to the mission of WBCC.	Executive Director Committee Chairs Third-Party Facilitator	April 2008
By involving committee chairs in the strategic planning process, we hope to increase participation of each chair.	Executive Director Committee Chairs	Ongoing
The strategic plan will be unveiled to the membership at large at the Annual Banquet to engage them and bring light to the success of this planning endeavor. Comments and suggestions will be sought through the surveyMonkey membership input inquiry.	Executive Director, website, Annual Banquet, and Newsletter	Unveiling January 31 st Surveys ongoing
Each year the strategic plan will be updated and will include committee strategies	Committee Chairs Executive Director Chair Elect (oversight)	Annually
Six Committee will be instituted as official WBCC efforts: Ambassadors, Community Affairs, Business and Industry, Education, Summer Festival, Membership	Committee Chairs Executive Director	April 2008

Goal 3: Workforce Development

<u>ACTIONS/STRATEGIES</u>	<u>RESPONSIBLE PARTY</u>	<u>COMPLETED BY</u>
Partner with existing workforce development leaders to better understand state, regional, and local resources that can assist membership businesses in training, recruiting, and retaining a quality workforce.	Executive Director Committee Chairs At-Large Members	Ongoing
Promote these services and educational opportunities to the membership organizations through email notifications and advertise these opportunities through the Chambers' Website, newsletter, and email newsletter	Executive Director Assistant Director	Ongoing
Highlight our membership industries to local student and potential workforce bodies. This will be done by participating in job fairs, job shadowing, and business expo's. Have participated in one event by January 2009	Executive Director Assistant Director Business & Industry Committee	Ongoing January 2009
Add a job bank for members to post employment opportunities. Will assess whether to create a new system or link to existing sites like JobLink and Employment Security Commission	Executive Director	April 2008
Institute a "Building a Better Beaufort County" quarterly award for members of the Chamber	Executive Director Assistant Director Ambassadors Committee	First award March 2008 Quarterly after

Goal 4: Communication

<u>ACTIONS/STRATEGIES</u>	<u>RESPONSIBLE PARTY</u>	<u>COMPLETED BY</u>
Maintain and improve established communication tools like the general information brochure, the website, Chamber@Work email newsletter, and newsletter.	Executive Director Assistant Director Executive Board	Ongoing
Define a Program of Work for 2008	Executive Director Board of Directors	February 2008
Design a new logo to more effectively advertise the Chamber	Executive Director Graphics Designer, Pam Shadle	August 2008
Create resource sharing agreement or memorandums of understanding with other community entities to highlight our partnerships and collaborative nature.	Executive Director Board of Directors	September 2008

Goal 5: Leadership Development

<u>ACTIONS/STRATEGIES</u>	<u>RESPONSIBLE PARTY</u>	<u>COMPLETED BY</u>
Set up leadership opportunities for membership and train future leaders through Beaufort County Leadership Development Academy	Executive Director Assistant Director Community Affairs Committee	March 2008 Ongoing
Continue to encourage staff development by sending Chamber employees to appropriate training	Executive Director Assistant Director Board of Director	Ongoing
Investigate grant opportunities and research becoming a 501c3 to better leverage funding	Executive Director	August 2008
Encourage county and city support of the Chamber	Executive Director Board of Directors	Ongoing
Educate public about community development; particularly how it impacts the area economically. Be supportive of pro-growth/consensus drive planned growth	Executive Director Assistant Director Board of Director	Ongoing