



## 2018 Strategic Plan

### The process

The Chamber Board of Directors met in December of 2017 to strategize a plan of work for 2018. The Board developed priorities for 2018, and then gave the suggestions to staff. Using those suggestions, staff developed a plan and presented it to the full board for approval.

### The tools

The Board had the following tools available for the planning: event data compilation, evaluation of the 2017 strategic plan, Board input, staff input from a previous staff meeting, the 2018 proposed budget, and any suggestions that had come up throughout the year for consideration.

### The plan

This plan builds greatly on the 2017 Strategic Plan.

#### Areas of Focus

- **CONTINUE/EXPAND: Workforce development/educational attainment**
  - Add a focus on sharing stories of young professionals living and working in area
- **CONTINUE/EXPAND: Leadership Development and Educational Events**
  - Develop a new Leadership Alpena program
  - Increase education on employment programs available
- **CONTINUE/EXPAND: Advocacy, Economic Development, Education, Savings, and Exposure**
- **Additional Tasks:**
  - **Organization branding:** Add the tagline: "Serving all of Northeast Michigan" to the logo
  - **Replace FLOG Fest:** Host a building tour and explore hosting a scavenger hunt
  - **Speakers:** Host more speakers/presenters of business interest