

NORTHERN MEDINA COUNTY CHAMBER ALLIANCE STRATEGIC PLAN

2016-2018

Strategic Planning Process



1. Planning the Plan
2. The Vision
3. The Mission
4. The Core Values of the organization
5. Relationships and Partnerships
6. Bumps and Road blocks (SWOT)
7. Goals and Objectives
8. Spreading the Word
9. Tracking, Assessment and Following up

Next step for April 2016

VISION STATEMENT

The Northern Medina County Chamber Alliance will be a recognized authority on business advocacy and development with engaged members who value the Chambers diverse opportunities.

MISSION STATEMENT

The Northern Medina County Chamber Alliance strengthens our community by advocating for economic development through leadership, networking, promotion and education.

NORTHERN MEDINA COUNTY CHAMBER ALLIANCE CORE VALUES:



- Promote community & business partnerships
- Relevance that inspires engagement and action
- Focus on growth and continuous improvement
- Lead with a commitment toward action

SWOT ANALYSIS: STRENGTHS

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	S Strengths	W Weaknesses
External origin (attributes of the environment)	O Opportunities	T Threats

- Efficiency
- Geographical location
- New branding and logo
- Experienced leadership
- Fun programming & socials
- One stop shop for sponsorship
- Email blasts & other marketing opportunities
- Access to community & business decision makers
- Value of cost vs other county organizations
- Diverse member B2B, B2C, retail & manufacturing
- Business Advocacy at local, state & federal levels
- Membership count

SWOT ANALYSIS: WEAKNESSES

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	S Strengths	W Weaknesses
External origin (attributes of the environment)	O Opportunities	T Threats

- Inability to meet needs for all 4 membership quadrants
- Lack of staff to meet growing needs
- Lack of engagement from membership
- Lack of funds to support programs
- Lack of promoting our value to our membership
- Loss of community identification

SWOT ANALYSIS: OPPORTUNITIES

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	S Strengths	W Weaknesses
External origin (attributes of the environment)	O Opportunities	T Threats

- Expansion of membership, more diversity
- Exposure and increase networking
- More \$\$ for additional staffing
- Relevant to all members (value for each of the 4 quads)
- More services
- Communicate relevant value
- More engagement/action
- Innovation
- Every members should act like an ambassador
- Relationship/community partnership w MCEDC & City ED
- Board

SWOT ANALYSIS: THREATS

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	S Strengths	W Weaknesses
External origin (attributes of the environment)	O Opportunities	T Threats

- Price
- MCEDC, BNI, or other networking groups
- Member retention (time, \$, value, relevant)
- Small businesses have less time to give
- Businesses with billable hours
- Fear of clicks
- Fear of change
- Internet