



Strategic Plan

2014 – 2017

The Five Pillars of Success

Introduction

Various stakeholder groups were interviewed to gather information for strategic planning. The process reflected a strong feeling of the positive momentum of the Fort Bend Chamber of Commerce. This plan outlines the resulting goals and objectives which will direct the Chamber and its activities for the next four years (2014-2017).

Mission

To be the advocate for business excellence in Fort Bend County.

Vision

We will become the foremost resource providing relevant, innovative and impactful programs, initiatives and services to enhance the business climate and quality of life in Fort Bend County.

What We Value

Our values are the principles and beliefs that guide the board and staff as we establish policies and define important priorities determining the program of work and actions taken on behalf of our investors. These values establish a framework and drive the culture of the Fort Bend Chamber of Commerce.

- Private Enterprise
- Integrity and Transparency
- Member Support & Advocacy
- Partnerships & Collaboration
- Building Community through Diversity and Inclusiveness

Plan Summary

The Fort Bend Chamber of Commerce is a dynamic, successful organization that has continuously strived, since inception in 1975, to meet the needs of its membership and other constituencies. Five strategic areas of focus have been identified during the planning process as key to the future vitality and viability of the Fort Bend Chamber of Commerce as well as the business community it serves. These “Five Pillars” will set forth the direction of the Chamber for the next four years (2014 - 2017).

“The Five Pillars” Strategic Goals and Objectives

Focusing on our Members

Business investors are the lifeblood of the Fort Bend Chamber of Commerce. Investor support and engagement are critical to reaching our potential. We must create a correlation between business success and involvement in the Chamber.

Objective 1: Membership Growth

Identify and recruit potential membership investment increasing new members by a net 20% by March 2017

Objective 2: Membership Retention

Engage and communicate with existing member base to achieve a retention rate of 88% annually by March 2017.

Objective 3: Value Added Benefits

Explore new opportunities and maximize connections that provide value-added benefits for members.

Objective 4: Restructure Membership Tiers

Finalize and roll out the tiered investment schedule to members by the end of 2014.

Objective 5: Business Councils

Create business councils that segment and provide unique value to our members and prospective members and to provide input about products and services.

The Voice of Business

The Fort Bend Chamber of Commerce will proactively advocate for business opportunity and success by identifying and establishing positions on critical issues and providing its members with public policy resource and access to local, state, national elected and appointed officials.

Objective 1: Access to Elected Officials

Expand website capabilities to include elected officials directory with grassroots network ability.

Objective 2: Issues and Positions

Establish and publish a public policy agenda of the Chamber and actively advocate on key issues in 2014.

Objective 3: Inter- Governmental Relations

Develop and foster relationships that build trust and allow the Chamber to effectively serve as the voice of business in Fort Bend County.

Telling our Story

Effective and dynamic communication of our story - the programs, projects, events and resources available - is essential to the optimization of the value of the Chamber by its members. We will continue to update and implement communications, marketing, and public relations plans always mindful of ways to enhance our communications initiatives.

Objective 1: Communications Plan

Establish a comprehensive communications plan that provides professional, timely and accurate publications, media items, news stories, and communications to our members and our secondary audience including the media, governmental elected and appointed officials and the general public.

Objective 2: Brand Consistency

Continue to develop new brand awareness by employing brand consistency in all marketing efforts of the Chamber.

Objective 3: Website and Social Media

To launch a new website that accomplishes communication goals and branding efforts and implement a continuous review process throughout the year. Include social media tie ins to increase opportunities for membership awareness and participation.

Objective 4: Media Relations

To develop an excellent working relationship with area media to establish a "go to" or "top of mind" status for interviews and information on all business related issues.

Business and Entrepreneurial Development

We will contribute positively towards the economic sustainability of Fort Bend County through the attraction and retention of business and industry that create quality, higher paying jobs for our citizens. Ensure that small businesses, the driving force of our community, have every opportunity for growth, success and profitability, by providing meaningful programming and support that will assist them to each their highest potential.

Objective 1: Sustainability

Proactively assist our partner organizations in the recruitment and attraction of targeted business and industry to the Fort Bend County region.

Objective 2: Programming

Provide specialized resources and forums for our various business sectors.

Objective 3: Entrepreneurial Development

Create an environment for the growth of new businesses through entrepreneurial development.

Objective 4: Business Climate and Diversity

Work with the appropriate partners and organizations to develop a welcoming business climate for starting and operating a business in the area. Create programs and initiatives that compliment our diverse community.

Developing Leaders for the Future

Engaging young professionals in the work of the Chamber and in the life of Fort Bend County is crucial to our community's future success. We will develop and deliver programs that will train leaders, enabling them to serve in key leadership roles in appropriate organizations in the Fort Bend area.

Objective 1: Leadership Forum

Build on the success of the Leadership Forum by continuing to enhance, promote and deliver the program to the satisfaction of participants and their sponsors.

Objective 2: Alumni Network

Create and expand an active Alumni Association that perpetuates the leadership desire and engagement of our graduates.

Objective 3: Young Professionals

Develop the Chamber Young Professional program into a model program that offers social and professional development opportunities. The program will connect, engage, and inspire our young talent through leadership experiences and social interaction.

Objective 4: Leadership Succession

Recognize graduates of the Fort Bend Leadership Forum as potential candidates for future Chamber Board members positions.