

Abbotsford Chamber of Commerce Strategic Plan 2018, 2019, 2020

	Strategic Goal	How to Measure	Date for Completion	Status	Tactics Suggestions for Operational Plan, to be created by staff, with quarterly reporting to the Board
1	Improve ABC's				
1a	Advocate	Identify key issues to membership, then follow and report results to the membership annually Report on specific advocacy efforts, and effect on decision-makers	Identify 3 key issues by January 2018 Review 3 key issues by November 2019 Review 3 key issues by November 2020	Achieved	-Identify and follow long-term advocacy priorities -Use Committees to help identify and drive key issues -Develop an annual report to membership -GA project on Red-tape reduction -Policies for BC Chamber
1b	Benefit	Increase revenue from Group Insurance by 10% Increase uptake on key benefits	10% by end of 2018 10% by end of 2019 10% by end of 2020	Achieved Group Increased but not by 10%	-Continue to drive group insurance -Focus on the best benefits -Identify benefits to drop or de-emphasize -Drive greater use of benefits as "glue" to keep members from leaving
1c	Connect	Tactics in Operational Plan implemented Set second year goals/purpose for pilot N4P Committee		NFP goal not achieved	-Board Ambassador Program -Better networking opportunities at events -Events held at strategic locations with strategic businesses -Events aimed at students, new businesses, entrepreneurs, NFP "how can we help you"
2	Communications Overhaul	RFP presented reflecting Strategic Plan, consultant hired, overhaul completed Establish metrics & initiate a social media strategy	-Newsletter redesign by Dec 2017 -Website Redesign by June 2018 -Social Media plan initiated by June 2018	Achieved	-Board members to follow various communications platforms -Simple, less clutter, better focus, feels current -Consider dropping some communications/info -Communications all aligned with Strat Plan priorities -provide immediate opportunity for Board members to give input on social media strategy
3	Increase Membership	Total number of members and specifically NFP members	750 by end of 2018 ??? by end of 2019 ??? by end of 2020	Not achieved	Better sales effort, more staff resources, better retention Board members trained and involved in sales Improved customer experience Specific outreach to NFP (set second year goals) Board to provide guidance to NFP Committee

NB: For Initial Discussion Purposes Only, March 12, 2019 Executive/Interim Strategic Planning Working Group - 2018 Status Overview - for Interim & 2019 Strategic Planning