

### *Organizational Performance*

#### **Improve Board Effectiveness**

- Finalize updates/revisions to foundational documents (by-laws, policy manual, employee handbook, etc.), obtain board approval & keep current through annual review process
- Establish & implement strong board nomination/succession planning process
- Develop and monitor long term strategic plan to guide the organization

#### **Improve Operationally**

- Upgrade and maintain technology tools & ID new funding opportunities and member services
- As budget allows, grow staff in order to achieve current objectives as well as additional member services and revenue opportunities available
- Explore opportunities for resource sharing (staffing, equipment, etc.) through strategic partnership with the Milledgeville-Baldwin County Development Authority
- Evaluate facility needs and opportunities (*ongoing*)
- Continue to improve staff skills and knowledge through training and coaching

### *Membership & Marketing*

#### **Make Membership Make \$ense** – the “fair share model” was anything but fair (or easy to understand)

- Develop & implement tiered dues & sponsorship models
- Develop/utilize data management system effectively to track member involvement and gather member input to inform programming & service decisions for the future
- Identify and implement new non-dues revenue sources

#### **Develop a Strategic Communication Plan** for internal (members) and external (community and beyond) messaging and delivery by:

- **Providing access to information** and **becoming the “go-to” resource** for what’s going on in Milledgeville-Baldwin County via:
  - Enhancing MilledgevilleGA.com content & user experience
  - ChamberTV – ribbon cuttings, testimonials, webinars, tutorials
  - Member Text Alerts

### *Advocacy*

#### **Develop Our Assets** – *Serve as “Chief Convening Officer” of the community-wide Strategic Planning efforts to ensure wide-spread participation & engagement*

#### **Focus on Issues** - *Champion key issues that impact business*

- Host Eggs & Issues Breakfast Series
- MBC Connect TV/Web News Show
- Take positions on local & state issues of importance to our members & business community