



### Why we exist ...

To foster growth and connection in support of our members and business community.

### What we value ...

- Visibility—active participation in support of our local business community.
- Collaboration—partnering with like-minded organizations for shared business goals.
- Belonging—openly welcome others into our network.
- Innovation—embrace and encourage creative solutions.
- Stewardship—responsibly manage member and community funds.
- Member-focused—showcase our members and their achievements.

### Our goal ...

To meet the needs of our membership as demonstrated by annual measures of member satisfaction and retention.

### Our 5-year vision for the future ...

- To become the SOURCE for local business information and the PLACE to connect member businesses for mutually beneficial outcomes.

### Our Strategic Objectives and Associated Initiatives ...

- Objective 1—Establish a new committee structure to better support member needs.
  - Initiative 1A—Define a new committee structure including minimum requirements, committee charters, purpose and goal statements.
  - Initiative 1B—Develop committees and subcommittees to support the work of membership, business information & education, event coordination, and financial management.
  - Initiative 1C—Establish annual committee recruitment and election process.
  - Initiative 1D—Implement committee cadence for reporting progress to the Chamber Board

- Objective 2—Develop standards for Chamber Board and Staff roles and responsibilities that improve operational efficiency.
  - Initiative 2A—Define roles and expectations for Board Officers and Board Members including basic performance metrics
  - Initiative 2B—Define roles and expectations for Chamber Staff including performance metrics
  - Initiative 2C—Develop an annual 360-performance review process for Chamber Board and Staff
  - Initiative 2D—Establish a comprehensive on-boarding process for new Board Members
- Objective 3—Create a meaningful support system that connects members and showcases member businesses.
  - Initiative 3A—Develop a member visibility program to showcase new and existing members in a meaningful way based on individual member needs and goals
  - Initiative 3B—Identify a method for intentionally connecting Business2Business and Business2Chamber to fulfill member needs and goals
  - Initiative 3C—Develop and implement a Chamber communication and marketing strategy that actively supports Chamber values (visibility, collaboration, innovation, stewardship)
- Objective 4—Build collaborative relationships with other like-minded organizations who can support our members’ needs.
  - Initiative 4A—Identify key organizations for formal collaboration opportunities
  - Initiative 4B—Align organizational collaboration opportunities with goals and needs of Chamber Committees
  - Initiative 4C—Establish a process to regularly scan, develop and maintain key collaborative relationships for the future measuring health and viability of the collaboration



**Kristen McReynolds, MBA, CSSBB**

Director | Business Excellence

Kristen.mcreynolds@eapc.net

605.444.1605 | Direct

605.777.9824 | Mobile

[www.eapc.net](http://www.eapc.net)

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