

MEDA DRAFT Strategic Plan

Goals and Objectives

Summer 2016

Mission Statement: The Montana Economic Developers Association (MEDA) is an association of economic development professionals. We are professional “lead” economic developers, business specialists, government employees and staff members of affiliated non-profit organizations which promote and foster economic development activities in Montana.

Goal One:

Expand MEDA’s role as an influential leader in all aspects of economic development across Montana.

Objectives:

1. Identify and establish strategic imperatives that MEDA, as a whole, believes to be necessary for the continued success of Montana’s economic growth and development.
2. Re-shape MEDA’s identity (brand) around these strategic imperatives through the use of the website and list serves.
3. Market MEDA’s brand around these strategic imperatives with new methodologies including video vignettes, news releases, and social media.
4. Share MEDA’s expanded brand through board member attendance at partner agency and organization conferences.
5. Convene discussions around these strategic imperatives with partner agencies and organizations and MEDA’s membership.
6. Partner with other organizations and agencies and with state government to actively market Montana as a “Great place to visit and to do business”.

Goal Two:

Continue to provide and expand Training and Professional Development activities/events for MEDA members.

Objectives:

1. Provide a more seamless delivery of professional development opportunities, increased scholarship funding, and new member recruitment and orientation by combining these committees.
2. Determine if an annual training institute for new members and refresher courses for seasoned economic developers would be beneficial and utilized by MEDA members and provide if indicated.
3. Utilize MEDA member expertise and experience in developing localized training opportunities and expand access to the MEDA list of expertise that is already available.
4. Create training tracks at conferences based on interests and needs of members as well as issues that members are working on across the State.
5. Continue to provide and increase scholarship and other educational funding opportunities.

6. Continue to provide and expand pre-conference training opportunities using a mix of regional, state-based, and out-of-state providers and trainers
7. Support and encourage the natural development of mentoring opportunities through networking and training opportunities.
8. Explore best economic development practices in other States using MEDA's partnership with NADO and individual connections with other State Economic Development organizations and agencies and share through pre-conference trainings.

Goal Three:

Improve communications and working relationships with partner agencies and organizations.

Objectives:

1. Create and maintain a matrix of partner agency and organization conferences and/or training opportunities.
2. Assign at least one Board Member to attend each of these conferences and/or training opportunities where possible.
3. Provide portable marketing materials for assigned Board Members to use at conferences, etc.
4. Convene discussions around strategic imperatives with partner agencies and organizations with MEDA serving as host.
5. Convene discussions around legislative issues with partner agencies and organizations before and during each legislative session.
6. Add partner agency and organization leadership to MEDA list serves and mailing lists including state and federal agency partners.
7. Invite agency and organization leadership to MEDA conferences and training opportunities and provide free or reduced registration for those attending.

Goal Four:

Improve and expand member communication and partnering within MEDA.

Objectives:

1. Continue and expand access to the list serve and newsletters for members and non-members.
2. Continue to improve and expand the website with the additions as suggested by members.
3. Utilize technology to improve and expand access to webinars, training opportunities and materials, and to share success stories, answer questions, and promote MEDA member networking and partnering.
4. Facilitate greater member involvement by setting strategies and policies based on feedback, surveys, facilitated discussions, etc. through surveys, evaluations and questionnaires.

Part Five: Conclusion

Overall, MEDA remains strong, viable and relevant. The membership continues to be served through the continuation of networking opportunities and professional development and training. There is a high level of member interest in expanding MEDA's role as a leader and influencer in the establishment of statewide economic development goals and objectives. There is also a high level of member interest in developing expanding networking and partnership opportunities among members.

MEDA needs to continue to serve its membership by expediting good working relationships with State and Federal agencies. MEDA also needs to reach out to other statewide agencies and organizations, such as the MT Chamber of Commerce and MT Ambassadors, and to identify areas where these entities can effectively partner with MEDA to improve the overall economic vitality of the State.

Looking forward, MEDA needs to increase its organizational stability by clarifying and solidifying its identity as an influential leader in the state's economic growth and development, by effectively marketing its organizational and member successes, by improving communication and networking within its membership and with other statewide agencies and organization, and by creating and maintaining a stable funding structure.