

MEDA at a Glance Strategic Plan as of May 2013

Goal I: Continue providing and expanding the Training and Professional Development activities/events for MEDA members.

Objectives:	Responsible Party	Timeline	Status
1. Research and determine if an annual training institute for new members would be beneficial and utilized by MEDA members. Note: Could also incorporate a refresher course for seasoned economic developers.	Professional Development Committee, Kellie Danielson Chair, Brett Doney, Lisa Perry, Tracy McIntyre, Jim Davison.		In progress
2. Utilize the MEDA members' expertise and experiences in developing localized training needs. Note: This may include building on the MEDA list of expertise that is already available, though after discussion it became evident that the list of members and their areas of expertise needs to be marketed to the membership more.			May become part of the Online Economic Development Gateway for Montana Project if approved.
3. Create training tracks at conference based on interests and needs of members at the time as well as issues that members are working on across the State.	Each MEDA Agenda Committee	Each Conference	MEDA Conferences
4. Continue to provide scholarships and educational funding opportunities.	Scholarship Committee, Anne Boothe, Chair	Two times per year	Ongoing
5. Continue and build upon the Professional Development Committee's work and pre-conference training. The need of the membership is to balance between regional, Montana, and out of State expertise to ensure variety and needs are being met.	Professional Development Committee, Kellie Danielson, Chair	Two times per year	PPL will again commit to \$10,000 in 2013.
6. Mentoring. A mentoring program was discussed though it became clear to help facilitate mentoring but to not create a formal program. Let mentoring happen naturally through networking and training opportunities.	Each Conference Agenda Committee	Minimum two times per year.	Each MEDA gathering.

7. Develop an evaluation process between the partnering agencies and the practitioners to cross share information on how programs are working on the ground as well as implement any potential change to better program development.	Jim Smitham	Spring 2012	MEDA Program Review Committee is functioning. Tony Preite, Chair. Form is online; process in place.
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Goal II: MEDA will influence and help shape the economic future of Montana.

Objectives:	Responsible Party	Timeline	Status
1. Set a baseline/metrics for internal and external uses.	Dick King		
2. Establish overriding (yet broad) principles that apply statewide to Economic Development. The Board of Directors will develop the principles with them ratified by the members.	Board of Directors		
3. Consolidate public policy goals and objectives and make sure that all activities are transparent by utilizing the website and list serve.	Legislative Committee and Gloria	Prior to January 2013	Legislative: Data collected and compiled into reports for the 2013 session.
4. Expand our overall knowledge of how other States are doing it by using our partnership with NADO and individual connections to other State Economic Development organizations and agencies.	Dick King, Warren Vaughan		
5. Improve MEDA, as an organization and as individual members, overall interaction and communication with other Montana entities such as the Montana Association of Counties, the Montana League of Cities and Towns, and the Montana State Chamber of Commerce.	Steve Arveschoug, Tracy McIntyre		
6. Advocate for a proactive plan with message such as “Good Place to Do Business” for Montana. This can be utilized for recruitment and retention	Dick King, Brett Doney		Covered by part of the Online Economic Development Gateway for Montana Project if approved

purposes.			
7. Advocate for improved and open communication, and awareness with State and Federal agencies along with building capacity for local and regional EDO's.	Program Review Committee EDO's and EDD's		

Goal III: MEDA will improve communications and public relations between the organization and external partners and internal relations among membership.

Objectives:	Responsible Party	Timeline	Status
1. Continuation of the list serve and newsletters for members and non-members	Gloria	Ongoing	Ongoing
2. Improve the website with the additions as suggested by members	Gloria	Ongoing	Ongoing
3. Build on networking opportunities (structured and non-structured) at conferences and meetings	Each MEDA Agenda Committee	Per meetings and conferences	Ongoing
4. Utilize technology such as webinars, library, social media, and more to share information, successes, questions, and promote MEDA members working together	Gloria, Tracy, et al	Ongoing	Facebook and LinkedIn are active; Twitter is not. Webinars are being used for BEAR training.
5. Educate and orientate new members by building new membership packets, creating an orientation segment (as needed) at conferences. Note: There was an idea to potentially create a mentoring program between seasoned members and new members. At the 2011 Fall Conference the general consensus of the membership was to let mentoring happen naturally and not put a formal program together. The members felt that mentoring already was occurring. Include a welcome call to each new member by an Officer or Board Member.	Gloria	Each conference	Membership Orientation powerpoint is complete.
6. Facilitate greater member involvement by setting strategies and policies based on feedback, surveys, facilitated discussions, etc.	MEDA Board, MEDA Working Groups and Membership	At a minimum, discussed each Annual Meeting	Spring 2013 – and ongoing

7.	Expand and continue the communication and relationship building with policy makers through media outlets (newsletters, websites) and personal one on one interactions.	Gloria, MEDA Legislative Committee, MEDA Membership		
8.	Develop partnership and interface with other statewide quasis-government agencies and entities <ol style="list-style-type: none"> a. Foster and Develop stronger ties with: <ol style="list-style-type: none"> 1. BBIR Economic Outlook Seminars 2. Wheeler Center Events and Activities 3. MACO and League of Cities and Towns b. Build a stronger relationship with Montana Ambassadors and Montana Chamber of Commerce 			Meeting held with MACo , MT Chamber and League during Legislative Session, Jan 2013
		Ken Richardson, Tracy McIntyre		
9.	Increase the communication with State and Federal agencies through practitioner groups and dialogue about what works and what doesn't work within State and Federal programs.	Program Review Committee	Ongoing	Program Review Committee is active.

Goal IV: Build MEDA organizational development and capacity.

Objectives:	Responsible Party	Timeline	Status
1. Research other States' best practices with Economic Development Organizations and Associations <ol style="list-style-type: none"> a. Create a member based task force to determine and identify the best fit for Montana and present to the Board 	See Goal II Objective 4.		
2. Improve inclusivity <ol style="list-style-type: none"> a. Involve/invite all State and Government Agencies to events/activities b. Seek membership input into philosophy and positioning of the organization 			

c.	Publicize an educate members on the Board make-up (9 permanent seats purpose) and election process and ensure that all Board minutes are readily available to members	Evan, Jim D. Jim S – Origin of 9 seats.	Prior to Spring 2013 meeting	Origination shared during 20 th anniversary celebration.
d.	Expand the nominating committee for the Board positions	Nominating Committee: Paul Tuss, Chair; Kellie Danielson, Rick Edwards, Martin DeWitt, and Jim Davison		Committee nominated October 2012.
e.	Create annual Board review of diversity to ensure geographic and population diversification	Nominating Committee		
f.	Publish contact information for Board members	Gloria	March 2012	Add more information to current board webpage.
g.	By-Laws Committee to review board composition, board size and consider original purpose of 9 permanent seats. See item IV.2.c.	Kathie Bailey, Chair; Brett Doney, Jason Rittal and Stuart Leidner; Work with Evan, Jim D and Jim S.		
3.	Funding			
a.	Diversify sources and recognize all sources of funding including conferences, contracts, scholarships, grants, sponsors, investments			
b.	Form a budget enhancement committee to revise budget and recommend income opportunities and strategies	Rick Edwards (Chair), Jason Rittal and Anne Boothe		2013 Budget approved.
4.	Ethical Practices	MEDA Board		
a.	Demonstrate examples at conferences and MEDA events			
b.	Communicate with Agencies involved when and if a dispute happens	Program Review Committee		Tony Preite, Chair

c.	Clarify training and topics for meetings			
d.	Create working relationships (and ethical practices) through membership networking and understanding of other entities' programs	Howard Skjervem		
e.	Promote partnership development	Howard Skjervem		
f.	Board will help facilitate conversations regarding any concerns but will not become an authority to resolve disputes			
g.	Build in conflict resolution and facilitation trainings into the Professional Development program			
h.	Code of ethics compilation using current version and IEDC template	Evan Barrett (Chair), Jim Davison and Stuart Leidner		Approved May 2013