

Midland Hispanic Chamber of Commerce Strategic Planning Summary

I. Mission Statement-

“The Midland Hispanic Chamber of Commerce exists to advance the development, growth and prosperity of Hispanic businesses and community.”

II. Goals-

1. The Midland Hispanic Chamber of Commerce must ensure the viability of the organization through thoughtful management of financial resources.
 - a. The board will implement a debt management/credit use policy.
 - b. Increase monthly rent payment by 10% on incubator program.
 - c. Resolve building ownership. **This is a priority action due to potential budget impact.**

Person(s) responsible- Board of Directors, Finance Committee, E.D.

Timeline- June 30, 2008

2. The Midland Hispanic Chamber of Commerce must continue to recruit and retain their customer base.
 - a. Retain and increase existing customer base by 10%.
 - b. Secure procurement certification for 2008.
 - c. Proposed-offer member links- This and other member benefits will be evaluated by the Membership committee, recommendations made and selected benefits instituted.

New policy- Collect 90 days and over delinquent dues. Collect or remove from membership.

Person(s) responsible- Board of Directors, Membership Committee, E.D.

Timeline- Goal “a” should be achieved annually. Goals “b” and “c” will be completed by June 30, 2008.

3. The Midland Hispanic Chamber will recruit and retain talented staff.
 - a. Review and update all staff job descriptions. Evaluations will include identification of specific and measurable goals. Professional development goals will be identified and a plan of action to address goal.

Bi-yearly evaluations will be implemented for accountability purposes. E.D accountability will, in part, be measured through progress on the strategic plan.

- b. Staff will report back to supervisor/at staff meetings on all training opportunities.

Person(s) responsible- Board of Directors, E.D., Human Resource Committee

Timeline- Annual

- 4. The Midland Hispanic Chamber will secure the long term viability of the organization through a thoughtful and systematic fundraising plan.

- a. Establish and charter a fundraising committee
- b. Establish fundraising protocols and procedures. (For example- Fundraising policy would include a gift acceptance policy and board fundraising expectations policies.)
- c. Establish attainable revenue goals for all fundraising efforts, i.e. membership drive and Mex-Tex.
- d. Create and maintain a detailed donor database.
- e. Increase sponsor revenue for Mex-Tex fundraiser by 5-10%. (This should be inclusive of or combined with vendor fee increases.)

Person(s) responsible- Development Committee, E.D.

Timeline- Goals “a”, “b” and “c” will be complete March 31st. Goals “d” and “e” will be achieved annually.

- 5. The Midland Hispanic Chamber of Commerce will increase Marketing & Public Awareness activity

- a. Establish and charter a Marketing committee
- b. Develop a marketing plan. The marketing plan will consider PSAs, development/update of website-measure of hits, interactive with members, membership spotlights and sponsorships, creation of a Powerpoint presentation for prospective members, put on DVD

Person(s) responsible- Development/ Marketing committee

Timeline- Goals complete by June 30, 2008