



DEKALB CHAMBER OF COMMERCE STRATEGIC PLAN

Strategic. Responsive. Collaborative.

IMPLEMENTED JULY 2017



MISSION

"To serve and advance business interests of the Greater DeKalb Region"

VISION

*The DeKalb Chamber of Commerce is recognized as **the** resource businesses rely on to connect and thrive.*

VALUES

The DeKalb Chamber of Commerce is a member-focused organization that connects businesses to their community and is committed to being:

Strategic.

Responsive.

Collaborative.

KEY ISSUES



PRIORITY GOAL AREAS

Focus on being a resource for businesses.

- Develop tools to serve as an informational gateway and link for businesses, the community, and visitors. Serve as a "concierge to the community."

Collect, develop, and analyze information for data-based decisions and improving decision-making parameters.

- Work to identify and understand the business needs of members through a needs assessment for entire business community.
- Define metrics for determining which programs/events/training to continue, enhance, and/or revise as well as data on past, present, and future members to help improve services.

Explore and clarify expectations by communicating who we are, what we do, and why we exist.

- Staff and board need to clearly define role/mission of the Chamber, identify core services, operational values, and framework.

Make the Chamber the "place to be."

- Explore and act on approaches to enhance partnerships, identify collaborations, and evaluate consolidation opportunities.

Promote continuity and stability of the organization as a whole.

- Evaluate a variety of Chamber models used in the industry including, but not limited to, fair share and tiered approaches.
- Develop long-term staffing model and evaluate positions/duties, services and leader pipeline.