

Revised 10-6-08

The WEDA Board of Directors held Strategic Planning sessions in May and September of 2008 to update WEDA's five-year vision. The Strategic Plan below is the result of those planning meetings.

Mission Statement: "Provide leadership and support to foster economic development in Wyoming."

OBJECTIVES

1. Promote funding of economic development programs
2. Promote and provide training and networking
3. Enhance working relationships with partners
4. Foster legislative issues
5. Administration (membership, contracting, organizational funding and governance)
6. Assist local economic developers

Objective #1: Promote funding of economic development programs **Strategies:**

1.1 Identify programs

Responsible Party: Ad Hoc Committee

When: 10/2008

- Create list of economic development programs
- Prioritize and decide what the focus should be for each program
- Identify the organizations that will help us to achieve our goals.

1.2 Educate state legislature and elected officials on economic development programs and issues

Responsible Party: Legislative Committee/Lobbyist

When: 1/2009

- Identify the issues
- Prioritize issues of importance to WEDA and partner groups
- Utilize WEDA white papers
- Have constant and consistent communication and follow the WEDA legislative action plan

1.3 Educate federal and state agencies

Responsible Party: WEDA Board

When: Ongoing

- Utilize white papers
- Have constant and consistent communication and follow the WEDA legislative action plan

1.4 Use coalitions for support and support those coalitions

Responsible Party: Legislative Committee

When: 11/2008

- Identify the coalitions and what support WEDA can give to them and their programs
- Visit with coalitions
- Focus on relationship development

Objective #2: Promote and provide training and networking

Strategies:

- 2.1 Identify conferences and training that will benefit WEDA membership**
Responsible Party: Education Committee
When: 11/2008
- Form an education committee whose responsibilities will be to identify needs and availability of training
 - Certificate classes
 - Promote training opportunities through web site and email notification
- 2.2 Coordinator to receive International Economic Development Council (IEDC) information**
Responsible Party: WEDA Coordinator
When: Ongoing
- WEDA Coordinator to become IEDC member to receive IEDC emails
- 2.3 Work regionally with other states to foster cooperative economic development training**
Responsible Party: WEDA board & WEDA Coordinator
When: Ongoing
- 2.4 Expand scholarship funding (leverage Workforce Development funds)**
Responsible Party: Scholarship Committee
- 2.5 Co-sponsor educational speakers**
Responsible Party: Education Committee & WEDA Coordinator
- 2.6 Encourage members to share training experiences (provide written or oral report through newsletters and meetings)**
Responsible Party: WEDA Board & WEDA Coordinator
When: Ongoing
- 2.7 WEDA Board member training - Board Governance training**
Responsible Party: WEDA Board Sub-committee
When: 12/2008
- Identify training needs for WEDA Board
- 2.8 Establish training program – Economic Development 101**
Responsible Party: Education Sub-committee
When: Provide yearly at annual conference
- Utilize PowerPoint presentation based on building blocks of economic development
 - Develop a list of information available for new economic development executives

Objective #3: Enhance working relationships with partners (both internal to the organization and external)

Strategies:

- 3.1 Identify External Partners**
Responsible Party: Ad Hoc Committee
When: 1/2009 Announce at 2009 winter conference
- Create an ad hoc committee to define partners and prioritize the methods to best build or enhance
 - Identify common issues with those partners

- Annually review partner list and evaluate success

3.2 Develop stronger relationships with the Wyoming Business Council

Responsible Party: Incoming WEDA President

Objective #4: Foster legislative issues

Strategies:

4.1 Develop cohesive strategy to respond to issues – document WEDA’s approach to respond to legislative issues

Responsible Party: Legislative Sub-committee

When: 10/2008

4.2 Continue attendance at Joint Mineral Economic Development committee meetings

Responsible Party: Legislative Committee

When: Ongoing

- Legislative committee responsibility to assure attendance
- Formalize liaisons through the WEDA board

4.3 Encourage local economic development staff/boards to meet with legislators and utilize white papers

Responsible Party: Legislative Committee

When: Ongoing

4.4 Print an annual legislative agenda and distribute to members

Responsible Party: Legislative Committee

When: Ongoing

4.5 Explore better ways to improve calling tree for legislative contacts

Responsible Party: Legislative Committee

When: Ongoing

4.6 Strengthen relationship with Governor

Responsible Party: Legislative Committee & Lobbyist

When: Ongoing

4.7 Monitor legislative issues through out the year via Interim Committees

Responsible Party: Legislative Committee & Lobbyist

When: Ongoing

Objective #5: Administration (membership, contracting, organizational funding, and governance)

Strategies:

5.1 - Membership:

5.1a Broaden our membership base by implementing an Associate Membership

Responsible Party: Membership Committee

When: 10/2008

5.1b Involve membership on committees

Responsible Party: Membership Committee

When: WEDA conference 9/2008

5.2 - Contracting:

5.2a Develop an annual budget for Wyoming Business Council contract

Responsible Party: Treasurer & WEDA Coordinator

When: 5/2009

- 5.2b **Review the Wyoming Business Council contract and evaluate annually**
Responsible Party: WEDA Board Sub-committee
When: 5/2009
- 5.2c **Create an MOU that establishes a working relationship outside the Wyoming Business Council contract**
Responsible Party: WEDA Board Sub-committee
When: 2/2009

5.3 - Organizational Funding:

- 5.3a **Consider sponsorships for future conferences/workshops**
Responsible Party: Budget & Education Committees
- 5.3b **Establish a budget committee**
Responsible Party: Treasurer & WEDA Coordinator
When: Completed
- 5.3c **Hold a discussion with Wyoming Business Council regarding utilizing CDBG funds for potential WEDA funding to increase budget**
Responsible Party: WEDA Board Sub-committee
When: 1/ 2009

5.4 - Governance:

- 5.4a **Review and update bylaws**
Responsible Party: WEDA Board Sub-committee
When: 9/2008
- 5.4b **Evaluation of strategic plan – finalize and adopt; review plan and complete actions at each board meeting**
Responsible Party: WEDA Board
When: Ongoing
- 5.4.c **Send notice to membership of WEDA Board meetings and solicit agenda topics from membership and invite members to present issues/ideas.**
Responsible Party: WEDA Coordinator
When: Ongoing
- 5.4d **Send board minutes to all membership**
Responsible Party: WEDA Coordinator
When: Ongoing
- 5.4e **Hold face-to-face WEDA Board meetings Quarterly (winter& fall conferences, plus 2 more in addition to 8 conference calls)**
Responsible Party: WEDA Board & WEDA Coordinator
When: Ongoing

Objective #6: Assist local economic developers
Strategies:

- 6.1 **To be developed with input from WEDA membership.**