

# Strategic Planning 2019

**WEDA MISSION:** To provide leadership and support to foster economic development in Wyoming.



## EDUCATION

**Strategy:**

Provide high quality learning opportunities that respond to the needs of Wyoming's economic developers and are collaborative with statewide partners.

**Strategic Actions:**

1. Continue to explore economic development certification and expanded education;
2. Find ways to expand Economic Development Education to a wider audience to better meet the needs of the state;
3. Evolve WEDA events and education offerings to meet the needs of all ED professionals.

## PUBLIC POLICY

**Strategy:**

Engage with policy makers at all levels to expand the economic development tools available in Wyoming.

**Strategic Actions:**

1. Stronger communication and use of the WEDA legislative committee;
2. Ensure ED policy ideas are clearly discussed and coordinated with partners;
3. Efficiently track legislative and partner meetings to encourage increased involvement.

## COMMUNICATION

**Strategy:**

Position WEDA as a resource and convener for members, economic developers, elected officials and other leaders to share information and connection.

**Strategic Actions:**

1. Examine and revise WEDA membership levels and membership structure overall;
2. Find new ways to listen to the needs of WEDA members, partners and local community members;
3. Reinvent Communication and Membership / Sponsorship Committees.