

Strategic Planning 2017

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

Providing the Foundation for Growth of All Economic Development Building Blocks



Leadership/Civic Development & The Role of Public Policy

EDUCATION

Strategy:

To provide high quality learning opportunities for our members.

Strategic Actions:

1. Provide conferences that have immediately relevant and high quality trainers and sessions;
2. Provide education to support development in education and workforce, infrastructure, community and quality of life, business retention and expansion, innovation and entrepreneurship, and business recruitment;
3. Develop a comprehensive plan to educate elected officials and the public regarding the need for and impact of economic development.

PUBLIC POLICY

Strategy:

To support an ongoing state and local public policy agenda that moves the economic diversification of the state forward.

Strategic Actions:

1. Build stronger relationships between WEDA members and their local and state elected officials;
2. Create a strong and evolving legislative agenda that is supported by the WEDA board and membership and is communicated effectively to elected officials.

LEADERSHIP DEVELOPMENT

Strategy:

To develop a strong and educated core of Wyoming economic development professionals.

Strategic Actions:

1. Grow and refine the WEDA mentoring curriculum to provide high quality economic development leadership training;
2. Provide opportunities for professionals to come together to share ideas, concerns and solutions for the betterment of Wyoming.

COMMUNICATION

Strategy:

To lead economic development conversations in the state of Wyoming.

Strategic Actions:

1. Diversify our electronic communications both in content and audience;
2. Update and provide high quality, informational and marketing materials to educate communities on the importance of economic development;
3. Provide continuous, relevant and meaningful information on economic development.

ORGANIZATIONAL STRUCTURE DEVELOPMENT

Strategy:

Refine and develop our organizational structure to best meet the needs of our members and strategic priorities.

Strategic Actions:

1. Grow and diversify our membership;
2. Develop the organization to fund a full-time executive director position.