

Five Year Strategic Plan



GOALS

KEY OBJECTIVES

INITIATIVES

MEASUREMENTS



Maximize Membership and Community Engagement

- Help the various community members better understand the value of manufacturing in Northwest Florida:
 - General Public
 - Parents
 - Students
 - General Public
 - Educators
 - Economical Development
 - Elected Officials

- Develop a robust 3-5 year marketing plan to maximize community awareness.
- Communicate more effectively with newsletters, social media, local media, etc.

- Organize a minimum of 10 engagement opportunities for manufacturers into the public/schools per year.
- Offer 2 internships for students and 2 externships for teachers in partnership with manufacturing members per year.
- Develop and implement a market plan for 2017 to be enhanced each year.



Coordinate operational soundness of the organization

- Improve our long term financial security through addition of members and retention of existing members.
- Examine opportunities for other funding (grants, legislative, etc.)

- Secure long term commitments from members.
- Establish a Reserve Account.
- Increase membership.
- Develop mechanism for retention of existing members .
- Identify and take greater advantage of alternative funding opportunities.

- Engage 5 members in 3 year partnership agreements per year.
- Contribute 10% of annual membership dues, plus dividend income to a Reserve Account.



Coordinate training opportunities that will provide manufacturers access to a skilled workforce

- Coordinate availability of education/training opportunities for incumbent workers, students and transferring military.
- Coordinate curriculums provide skill sets needed by this region's manufacturers.
- Coordinate manufacturers and potential skilled employees have conduit to each other via CareerSource.

- Strengthen partnerships with State colleges and UWF to ensure adequate pathways from secondary schools through to employment in the region.
- Grow secondary and post-secondary programs as need arises.
- Partner with CareerSources to support being the conduit of potential employees to our industries.
- Develop a 5 year budget for program consumables and technology enhancements for education.
- Develop a more formalized career pathway from secondary to post-secondary with annual updates.

- Provide 2 professional development opportunities to all manufacturing instructors annually .
- Provide 1 opportunity for all manufacturing educators meet together with CareerSource and regional manufacturers .
- Develop 1 mechanisms for educator retention per year
- 20 % of graduating/certified students shall be hired by NWFMC manufacturing members..

To succeed, we must have an Efficient, Effective Organization with engaged Members

The Mission of the Northwest Florida Manufacturers Council is to strengthen the economic competitiveness of the region's manufacturers by acting as a single voice to address common interests.

Focus on Workforce Development