



Huron Manufacturing Association

STRATEGIC PLAN

Huron Manufacturing Association- Strategic Plan 2017-2020

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Introduction

Organization History

The Huron Manufacturing Association started in 1998 when a core group of manufacturing and municipal leaders who at the time were known as the Huron Manufacturing Group came together because they recognized a greater awareness, community support and growth in the Manufacturing sector in Huron County. The Huron Manufacturing Association was created from that initiative and was formed in 2004.

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The Process

During the summer and fall of 2016, three strategic planning sessions were held with the Huron Manufacturing Association Board and Supporters. Vicki Lass, Economic Development Consultant from the Ontario Ministry of Agriculture Food & Rural Affairs provided the facilitation services for these planning sessions and prepared the document, which outlined the planning process, as well. The information was compiled by the Huron Manufacturing Association's Administrative Assistant. The document was then reviewed by the Board and Supporters, and edited by the participants involved in the process. The final Huron Manufacturing Association Strategic Plan, as presented was developed by the Huron Manufacturing Association's Administrative Assistant.

Vision for Huron Manufacturing Association

Facilitates and demonstrates leadership to a strong manufacturing sector providing opportunities, promoting growth & celebrating achievements

Mission Statement

We are the unified voice of Huron Manufacturers who promote industry growth.

Priorities 2017-2020

1. Education
2. Networking
3. Celebrating

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Strategic Priority: Networking

Strategy (What)	Actions (How)	Responsibility (Who)	Timeline (When)	Resources (With What)	Evaluation Method (Indicators)
Member Needs/ Assistance Program	<ul style="list-style-type: none"> • Create a value proposition • Board becomes Ambassadors • Fee is Prorated 	Membership Committee	2017	HMA Budget Website	<ul style="list-style-type: none"> • Website Analytics will tell how many members are using this feature • Member satisfaction
Family/ Business Bus Tours	<ul style="list-style-type: none"> • Work with County and Provincial Partners • Economic Development Board 	HMA will liaise	Next plan	HMA Budget Human Resources	<ul style="list-style-type: none"> • Amount of participation
Open House/ Manufacturing Tours	<ul style="list-style-type: none"> • Members will host • Engage BIA', Chambers of Commerce, OFA, CFFO, NFU and Teachers 	Member/ Host HMA Board would assist	2017 Do annually	Human Resources	<ul style="list-style-type: none"> • Member engagement increased • Increased connections

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Strategic Priority: Education

Strategy (What)	Actions (How)	Responsibility (Who)	Timeline (When)	Resources (With What)	Evaluation Method (Indicators)
Think Tank to address workforce development	<ul style="list-style-type: none"> • Work with United Way • Immigration Partnership 	1 HMA Director- Coordinating 7 members- Driving	2018	<ul style="list-style-type: none"> • Money • Human Resources 	<ul style="list-style-type: none"> • To come up with 1 solution based on those studies
Website	<ul style="list-style-type: none"> • Members will be able to post want ads • Current news • Educate Members on the site 	Communications Committee	2017	<ul style="list-style-type: none"> • Money • Human Resources 	<ul style="list-style-type: none"> • Member use • Google Analytics
Bus Trips for Students	<ul style="list-style-type: none"> • 2 times per year • 5 schools per time • 20 students per trip • 2 manufacturers per trip = 400 individual experience • Have other classes not just tech classes participate 	School Bus Trip Coordinator	2017 Bi-Annually	<ul style="list-style-type: none"> • Money • Funding • Human Resources 	<ul style="list-style-type: none"> • Coordinators report on number of students • In the future a possibility of partnering with other agencies
Traveling Career Fair Open doors	<ul style="list-style-type: none"> • HMA will liaise with community partners i.e. Four County Labour Market Planning Board or Ministry of Advanced education & Skills Development 	HMA will act as a liaison	2019	<ul style="list-style-type: none"> • Human Resources 	<ul style="list-style-type: none"> • Employer participation • County statistics

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Scholarships	<ul style="list-style-type: none">• Refine approach for sustainability	HMA Board and nominating committee	Ongoing 2019 plan to seek additional funding	<ul style="list-style-type: none">• Funding from Libro• Funding from an additional source	<ul style="list-style-type: none">• Look at what the scholarships encourage
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Strategic Priority: Celebrate

Strategy (What)	Actions (How)	Responsibility (Who)	Timeline (When)	Resources (With What)	Evaluation Method (Indicators)
AGM	<ul style="list-style-type: none"> • Make the AGM more engaging and entertaining • Collect RFP's from vendors 	HMA Board	2017 Annually (Start Planning in February)	<ul style="list-style-type: none"> • Financial Resources • Tickets 	<ul style="list-style-type: none"> • Increase attendance of members and non-members (Manufacturers) • Survey attendees at event to get their input on what would make the event better.
Electronic Communication	<ul style="list-style-type: none"> • Social Media 	Communications Committee	2017 (Social Media)	<ul style="list-style-type: none"> • Human Resources 	<ul style="list-style-type: none"> • Increase in followers • Traffic to the website • Click on links
Awards Banquet	<ul style="list-style-type: none"> • Keep and Enhance quality of the event • Keep relevant with an engaging speaker 	Awards Chair / Committee	2017 Annually	<ul style="list-style-type: none"> • Human Resources • Financial Resources • Tickets 	<ul style="list-style-type: none"> • Attendance • Increased attendance of Manufacturers • Amount of nominations received.