

## THE SOUTHWEST VIRGINIA ALLIANCE FOR MANUFACTURING, INC.

### 2018-2019 STRATEGIC PLAN

The purpose of the SVAM Strategic Plan is to assure organizational activities planned are aligned with and further the objectives of the organization as described in the original Articles of Incorporation.

1. To establish and promote a regional collaboration in support of manufacturing and its careers as part of an educational and economic development initiative.
2. To redefine the image of manufacturing with young people and their parents, their educators, the community and policy makers in a manner that increases the number of young adults and other members of the workforce who pursue manufacturing-based careers.
3. To close the skills gap for regional manufacturers by aligning educational and workforce training resources with the most pressing demands of area manufacturing.

Additionally, for organizational health, sustainability, integrity and to adhere to the legal and inherent obligations of its not profit responsibilities, added is a goal of running an exemplary, or “model” non-profit organization.

**Goal I.** To establish and promote a regional collaboration in support of manufacturing and its careers as part of an educational and economic development initiative.

**Objective A.** To provide a substantive menu of benefits for the manufacturing sector in southwest Virginia in order to attract a regional collaborative membership.

**Strategy 1.** Provide manufacturing members with a menu of benefits specific and exclusive for full membership.

**Strategy 2.** Engage membership in SVAM events both in the planning process, to ensure relevancy, and to participate as attendees.

**Strategy 2.** Gather input and survey needs of members.

**Strategy 3.** Locate and make resources available to assist in the needs of membership.

**Strategy 4.** Maintain communication with membership to ensure they are aware of relevant information.

**Strategy 5.** Engage member companies in efforts to improve the image of manufacturing.

**Objective B.** To grow and maintain relationships with community organizations whose initiatives are supportive of SVAM goals.

**Strategy 1.** Provide support of local manufacturing-related programming developed by organizations other than SVAM.

**Strategy 2.** When available, serve on committees/boards to ensure the voices of manufacturers are being heard and needs are met.

**Strategy 3.** Seek opportunities to learn about community organizations and establish relationships with those whose goals compliment those of SVAM.

**Objective C.** Provide opportunities for non-members companies to participate in SVAM events and recognize benefits of SVAM membership.

**Strategy 1.** Inform and engage non-members of SVAM events and opportunities available to them.

**Strategy 2.** Seek opportunities to provide support to the entire population of southwest Virginia manufacturers.

**Strategy 3.** As non-members participate in SVAM events, inform them of benefits exclusive to membership.

**Goal II.** To redefine the image of manufacturing with young people and their parents, their educators, the community and policy makers in a manner that increases the number of young adults and other members of the workforce who pursue manufacturing-based careers.

**Objective A.** To develop an up-to-date multi-media themed marketing campaign with items specific to each targeted audience.

**Strategy 1.** Utilize various means of communication and media to share information about southwest Virginia manufacturing.

**Strategy 2.** Maintain web-based platforms that serve as a tool for improving the image of manufacturing to the region.

**Objective B.** To present the holistic continuum of careers available in the manufacturing sector of the community.

**Strategy 1.** Engage the community in events integrated with manufacturers.

**Strategy 2.** Seek opportunities to target specific people groups in the promotion of manufacturing.

**Strategy 3.** Engage individuals at all levels of career guidance in events to improve their understanding of the benefits of a career in manufacturing.

**Strategy 4.** Provide learning opportunities for individuals desiring to expand their understanding of manufacturing career opportunities.

**Strategy 5.** Make manufacturing career opportunities available to the public.

**Objective D.** To create excitement for, and connection to, the importance of the work of current manufacturing employees.

**Strategy 1.** Seek recognition opportunities that celebrate the contributions of those currently in manufacturing careers.

**Strategy 2.** Highlight the pathways to success of current manufacturing employees.

**Goal III.** To close the skills gap for regional manufacturers by aligning educational and workforce training resources with the most pressing demands of area manufacturing.

**Objective A.** Engage membership to determine and provide for training needs.

**Strategy 1.** Provide venues where training needs input can be received.

**Strategy 2.** Make training opportunities available to manufacturers.

**Objective B.** To close the gap between an unemployed workforce and the workforce needs of manufacturers.

**Strategy 1.** Advertise job openings available in manufacturing.

**Strategy 2.** Connect manufacturers with job seekers.

**Strategy 3.** Promote the training needs and work-ready expectations of manufacturers.

**Goal IV.** To maintain a model nonprofit organization.

**Strategy 1.** Ensure Board members are kept up-to-date on board member best practices.

**Strategy 2.** Establish exemplary processes and practices in the operation and administration of the organization.

**Strategy 3.** Ensure superior training and development for the Executive Director in order to exercise maximum leadership and administrative potential.

**Strategy 4.** Ensure Board is kept informed about SVAM operations, providing full transparency so that informed decisions can be made.