



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	Ask other members for advice	Sub 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	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	Members will host	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	To review the studies on labour shortages already completed	1 HMA Director- Coordinating 7 members- Driving	2018	Money Human Resources	<ul style="list-style-type: none"> To come up with 1 solution based on those studies
Website classifieds posting and promoting	Members will be able to post want ads Transferred to Indeed.ca	Website coordinator	2017	Money	<ul style="list-style-type: none"> Member use
Bus Trips for Students	2 times per year 5 schools per time 20 students per trip 2 manufacturers per trip = 400 individual experience	School Bus Trip Coordinator	2017	Money Funding Coordinators	<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	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	Human Resources	<ul style="list-style-type: none"> Employer participation County statistics
Scholarships	Refine approach for sustainability	HMA Board and nominating committee	Ongoing 2019 plan to seek additional funding	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	Make the AGM more engaging and entertaining	HMA Board	2017 Annually	<ul style="list-style-type: none"> Financial Resources Tickets 	<ul style="list-style-type: none"> Increase attendance of members and non-members Survey attendees to get their input on what would make the event better.
Electronic Communication	Start an electronic newsletter Celebrate Manufacturing week on social media	Subcommittee	2017 Monthly	Human Resources	<ul style="list-style-type: none"> Increase in followers Traffic to the website Click on links
Awards Banquet	Keep and Enhance quality of the event Keep relevant with an engaging speaker	Awards Chair	2017 Monthly	Human Resources	<ul style="list-style-type: none"> Attendance Amount of nominations received.