

Strategic Priorities and Goals, 2015-2020

Strategic Priority Number Three: Business and Community Engagement

Goal: Enhance outreach and connectivity to business and community partners

Objective 1 – Create and implement a plan for connecting with regional employers

Objective 2 – Improve communication with local elected officials

Objective 3 – Coordinate and collaborate with community partners to better align resources

Objective 4 – Evaluation

Review/Revise

1. What objectives have been met? Give examples.
Obj. 1: Previous business Development Coordinator achieved outreach with individual employer entities, but not so with groups
Obj. 2: Have CLEO/BCWDB collaboration, Joint Working Committee
Obj. 3: Presentations to Boards of Supervisors
2. What objectives need more work? Suggestions?
Obj. 1: Business after hours and Chambers of Commerce events, identify all strategic groups, social media
3. What objectives were not met? Are they still relevant or obsolete?
Obj. 1: Few businesses are familiar with BCWDB
4. For 2020 – 2025, should a new objective be added?
Tailor made outreach to partners in each distinct region, Connects with EDAs, BCWDB staff job descriptions should reflect interaction with community, Funding- marketing and business outreach
5. How can you evaluate progress with this strategic priority?
Number of presentations made in various areas and make connection to calls/contacts generated data processing and reports.