



Strategic Plan

2022-2025



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Introduction



The West Prince Chamber of Commerce Strategic Plan 2022-2025 has been created by several committed stakeholders. The process of creating this plan started in 2021. Early in 2022, the West Prince Chamber of Commerce, along with Kensington and Area Chamber of Commerce and Eastern PEI Chamber of Commerce began working with GMD Consulting to create a Strategic Plan for each of the rural Chambers on PEI. The methodology used to create the plan included three parts, which allowed for authentic consultation, and thus true ownership of the plan by the West Prince Chamber of Commerce. First, surveys (92% response rate) were employed to engage stakeholders and gather information. Next, joint facilitation day with all three rural PEI Chambers of Commerce, hosted by GMD Consulting, allowed for further engagement. Finally, correspondence with the CEO over several months allowed the Strategic Plan to come to life. The CEO/EDs of each Chamber were essential in creating a vision for their Chambers, and ensuring the plans were relevant to the needs of businesses in each of their areas.

This strategic plan contains the vision and mission of the West Prince Chamber of Commerce, as well as the values held by the organization. The strategic goals of the organization are laid out within the plan and these will be used to guide the work of the Chamber in the coming years.

The CEO, staff, and Board Members of the WPCC will ensure the strategic plan is carried out in the coming months and years. This plan was created to allow the Chamber to be relevant to their members and the entire West Prince Business Community. By following this plan, the West Prince Chamber of Commerce, its members, and the entire area will continue to grow and be a relevant force for businesses in Western Prince Edward Island.



A successful plan is a useable plan - one that informs the organization's activities as well as its long-range view and one that yields meaningful improvements...

(Mittenthal, 2002)



VISION



Vision of WPCC

A thriving West Prince business community for generations to come.



MISSION



Mission of WPCC

Empowering West Prince businesses through networking, advocacy, and innovation.



"The practice of shared vision involves the skills of unearthing shared "pictures of the future" that foster genuine commitment and enrolment rather than compliance"

(Senge, 1997)



CORE VALUES



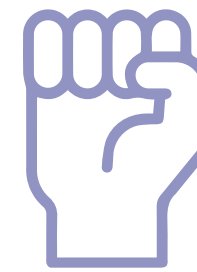
Community



Loyalty



Inclusivity



Empowerment





Community

The West Prince Chamber of Commerce values community; both the communities that make up the West Prince area, and the community created by the membership of the Chamber. The Chamber recognizes that with community, something greater than each individual and each business is created. The sense of belonging and connectivity that the West Prince Chamber nourishes within the membership and the greater West Prince Area is key to the success of the organization and its members.

Loyalty

The CEO, staff, and Board Members of the West Prince Chamber of Commerce work together to ensure the Chamber is relevant and beneficial to the membership and the greater community. The dedication of those involved with the organization is clearly demonstrated by their hours of work ensuring that the Chamber is able to assist its members in all of their business needs. They are ready and willing to go the extra mile to provide value to the membership.



Inclusivity

The West Prince Chamber of Commerce is ready to welcome all business and individuals in the greater West Prince area. The organization seeks out information from all businesses to ensure it is inclusive of the entire business community. It then takes this information and acts as one voice for all when advocating for members.

Empowerment

The West Prince Chamber of Commerce advocates for and represents the business membership at various levels and tables, and also builds the capacity of its members to enable empowerment of each business. Through Chamber events and resources, business owners learn, make connections, and collaborate with other businesses, gaining new knowledge and allowing for more innovation and efficiency in the running of their businesses.



STRATEGIC GOALS



1. Social Media Analysis

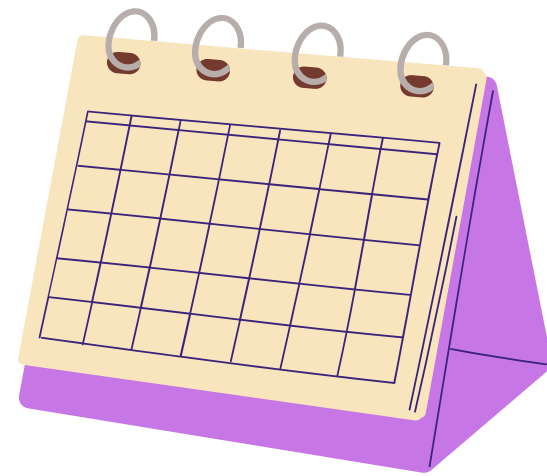
2. Growth/Retention of Membership

3. Informed Decision Making



1. Social Media Analysis - Who is Listening?

The West Prince Chamber of Commerce is active on social media, but who is listening? Through data analysis of our social media activity, we will learn not only who is listening, but also where they are with respect to social media (Facebook, Twitter, Instagram, etc.). This analysis will allow the Chamber to use the appropriate social media tools to reach its members, to target new members, and to communicate with the greater West Prince Business Community. It will also foster participation from those following the West Prince Chamber on various social media platforms.



Example:

The West Prince Chamber of Commerce will analysis social media audience after the 1st, 2nd, and 4th quarters to find out who is listening and where.



2. Growth/Retention of Membership via Referral/M2M Benefits Program.

A referral program will be created to increase membership of the West Prince Chamber of Commerce. This program will benefit members of the Chamber who encourage and attract new members to join, providing incentives for growth, which will benefit all members. We will also promote our current Business2Business (B2B) program, as well as work with other organizations to build a Member2Member (M2M) program, where chamber members will receive discounts at sponsoring businesses. These programs will be reviewed regularly to ensure growth is achieved.



3. Informed Decision Making via Membership Surveys

The West Prince Chamber is an advocate for its members, and it needs to know the issues businesses are facing. To ensure the Chamber understands these needs, a "Hot Topic" survey of its members will be conducted several times per year. This will allow the Chamber to hear the concerns of its members and to support them in the most effective way.



STRENGTHS & OPPORTUNITIES



The WPCCC is proud of its following strengths, and also sees them as our opportunities:

Diverse Board

Great Staff Members

Consent Agendas

Board Work Plan

Good Community Awareness



NEXT STEPS



The following next steps have been identified for the West Prince Chamber of Commerce to commit to the implementation of this plan:

- Clearly communicate and market the priorities to our staff, community, and stakeholders.
- Create a work plan that identifies and measures specific actions aimed at supporting the goals of this Strategic Plan.



The secret to success is to not only make sure you take the time and work with your team to create and implement a new plan, but also that you are consistently monitoring,

(Reeder, 2021)



THANK YOU

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References



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