



2024-2026 STRATEGIC PLAN

The 5-Star Accredited Central Louisiana Regional Chamber of Commerce embarked on a strategic planning process to develop the strategic priorities for 2024 through 2026. The following is the process used to reach the conclusions for the strategic plan.

The process kicked off with a preliminary meeting between President/CEO Deborah Randolph, IOM, and professional facilitator Alysia A. Cook, PCED, IOM with Opportunity Strategies LLC. They met to review key issues facing the Chamber, understand the programs and projects currently underway, and to prepare the process and format for the planning session.

On November 6, 2023, the Central Louisiana Regional Chamber of Commerce board and staff met at CLECO in Pineville, Louisiana for a strategic planning workshop to begin planning for 2024 through 2026.

The following is the 5-Star Accredited Central Louisiana Regional Chamber of Commerce 2024-2026 Strategic Plan.



Mission Statement

The mission of the Central Louisiana Regional Chamber of Commerce is to provide value for members by advocating pro-business policies and delivering innovative programming and services that create an environment for economic growth.



2024-2026 Goals

1. **Workforce Development & Education**

To build & expand a pipeline of young professionals and leaders to support the business community's current and future needs.

2. **Government Affairs & Advocacy**

To enhance the business climate of Central Louisiana through effective advocacy and government affairs initiatives.

3. **Small Business Development**

To connect small businesses with resources that help their business thrive, provide tailored support services, facilitate networking opportunities, and advocate for policies that create a conducive small business environment.

4. **Marketing**

To create consistent targeted messaging for potential residents and investors that focuses on the positive attributes of Central Louisiana.

5. **Telling Our Story Internally**

To amplify awareness and engagement among current and prospective members by effectively communicating the valuable array of Chamber services and benefits, ensuring every business in our community is equipped to thrive and succeed.

6. **Beautification & Quality of Life**

To enhance quality of life through a collaborative beautification initiative, helping to create vibrant public spaces that instill pride and contribute to economic vitality.

7. **Organizational Structure**

To continually improve internal systems and processes to effectively manage all Chamber operations.



2024-2026 STRATEGIC PLAN

MISSION STATEMENT

The mission of the Central Louisiana Regional Chamber of Commerce is to provide value for members by advocating pro-business policies and delivering innovative programming and services that create an environment for economic growth.

2024-2026 GOALS

1 Workforce
Development
& Education

2 Government
Affairs &
Advocacy

3 Small
Business
Development

4 Marketing

5 Telling
Our Story
Internally

6 Beautification
& Quality
of Life

7 Organizational
Structure



Workforce Development & Education

To build & expand a pipeline of young professionals and leaders to support the business community's current and future needs.

Strategies	Metric/KPI
1. Launch educational program to familiarize and promote the Chamber to post secondary education audiences.	<input type="checkbox"/> Did we launch this campaign?
2. Implement Talent Attraction program in partnership with Louisiana Central and the APA Convention Bureau. Train selected members of YPG to help recruit younger professionals to the region.	<input type="checkbox"/> Did we establish the Talent Attraction initiative?
3. Increase the number of Chamber member businesses utilizing ACT WorkKeys in their hiring processes by 10% annually.	<input type="checkbox"/> Did we increase the number of businesses using WorkKeys?
4. Connect YPG to Leadership Cenla to recruit participants and promote Leadership Cenla to Chamber Members.	<input type="checkbox"/> Did we recruit YPG members? Did we promote to Chamber members?
5. Establish Handshake program with LSUA and other higher ed institutions to match businesses and industries with interns and soon-to-be graduates seeking employment.	<input type="checkbox"/> Did we implement Handshake program?
6. Support the Orchard Foundation's Students Exploring Career Opportunities (SECO) & Rapides School System's Jumpstart program to inform students and parents of local career opportunities.	<input type="checkbox"/> Did we participate and support SECO and Jumpstart?



Government Affairs & Advocacy

To enhance the business climate of Central Louisiana through effective advocacy and government affairs initiatives.

Strategies	Metric/KPI
1. Work with LABI, CABL, PAR & LA Committee of 100 to advocate for LA 23 and reset goals and objectives that become pieces of legislation. (The plan is to push for 3-4 items per year)	<input type="checkbox"/> Did we produce a Scorecard?
2. Produce Infrastructure Priorities List annually and advocate for funding for regional infrastructure projects.	<input type="checkbox"/> Did we produce a priorities list and scorecard?
3. Work with Vernon Parish partners to develop local funding opportunities for Interstate 14.	<input type="checkbox"/> Did we develop local funding mechanism?
4. Advocate for Higher Education: LSUA's Healthcare Campus funding.	<input type="checkbox"/> Did we help secure funding for the Healthcare Campus?
5. Advocate for Fort Johnson and local military interests.	<input type="checkbox"/> Did we adequately advocate for Fort Johnson?
6. Advocate for action and funding to eradicate blight in downtown Alexandria and Pineville.	# of organizations we partnered with to eradicate blight
7. Establish the Chamber's Legislative Agenda that outlines our State and Federal Legislative business issues.	<input type="checkbox"/> Did we produce our Legislative Agenda?
8. Advocate for legislation to address crime during Special Session on Crime February 19-March 6, 2024.	<input type="checkbox"/> Did we advocate for legislation to address crime?
9. Produce Scorecard on each item above to track progress and share with members?	<input type="checkbox"/> Did the Legislative Affairs Committee create a scorecard of the above issues?



Small Business Development

To connect small businesses with resources that help their business thrive, provide tailored support services, facilitate networking opportunities, and advocate for policies that create a conducive small business environment.

Strategies	Metric/KPI
1. Connect small businesses to organizations that can help meet their business needs.	# of businesses we connected to resources each year?
2. Partner with the SBDC and BAS to provide workshops for businesses on a variety of topics designed to enhance success.	# of workshops we offered and/or promoted each year
3. Work with SBDC to determine educational topics for our members.	# of workshops by SBDC we offered?
4. Create visibility marketing around “Come Together Locally” campaign.	<input type="checkbox"/> Did we create marketing around this?
5. Connect the chamber’s Small Business Committee to local governments thru visits to council meetings to discuss needs of local businesses.	<input type="checkbox"/> Did we connect small businesses to local governments?
6. Host a workshop for small businesses regarding all the benefits SBDC has to offer them.	<input type="checkbox"/> Did we host this workshop each year?
7. Communicate to Legislative Affairs Committee about the needs of regional small businesses.	<input type="checkbox"/> Did the Small Business Committee provide formal communications to the Legislative Affairs Committee annually?
8. Connect YPG to Small Business Committee to educate them on the needs and vision of Small Businesses in the region.	<input type="checkbox"/> Did we connect YPG to the Small Biz Committee?



Marketing

To create consistent targeted messaging for potential residents and investors that focuses on the positive attributes of Central Louisiana.

Strategies	Metric/KPI
1. Collaborate with business and Economic Development Organizations that are actively marketing our region to develop and promote our attributes and infrastructure.	# of organizations and businesses we partnered with to market the region
2. Continue localism campaign, including holiday promotions on social media, TV and radio.	<input type="checkbox"/> Did we promote shopping, dining and doing business locally on social media, TV and radio?
3. Utilize testimonials of business leaders to promote the Chamber and the region in social media marketing.	# of business leaders we used in our external marketing
4. Work with local business leaders and EDOs to determine 3 targeted industries to pursue and promote through our marketing.	<input type="checkbox"/> Did we promote 3 targeted industries through marketing initiatives?
5. Finalize and implement the Talent Attraction initiative in partnership with Louisiana Central and the APA Convention and Visitors Bureau.	<input type="checkbox"/> Did we finalize the strategy and implement the Talent Attraction initiative in 2024?





Telling Our Story Internally

To amplify awareness and engagement among current and prospective members by effectively communicating the valuable array of Chamber services and benefits, ensuring every business in our community is equipped to thrive and succeed.

Strategies	Metric/KPI
1. Develop app for Chamber with key links.	<input type="checkbox"/> Did we develop a Chamber app?
2. Promote current members to one another (services, discounts, value, etc.)	# of businesses we cross-promoted to one another
3. Use Chamber Master system to maximize member-to-member communications.	<input type="checkbox"/> Did we use Chamber Master for B2B communications?
4. Produce a newly formatted digital newsletter to keep Chamber members informed.	<input type="checkbox"/> Did we produce a newsletter?
5. Improve our website and connect with other social media. Solicit assistance from area college students for this.	<input type="checkbox"/> Did we update our website by 2026?
	<input type="checkbox"/> Did we utilize skills from area college students on website update?



Beautification & Quality of Life

To enhance quality of life through a collaborative beautification initiative, helping to create vibrant public spaces that instill pride and contribute to economic vitality.

Strategies	Metric/KPI
1. Establish and implement Keep Alexandria Beautiful, an approved affiliate of Keep Louisiana Beautiful as a partnership between the Chamber and the City of Alexandria.	<input type="checkbox"/> Did we fully implement the formation of the affiliate by end of 2025?
2. Leverage our influence with local and regional governmental entities to increase support for beautification initiatives. Discuss how an increase in beautification results in higher quality of life which helps in retention/attraction efforts.	<input type="checkbox"/> Did we influence government to better support beautification?
3. Partner with Keep Louisiana Beautiful (trash containers, litter, etc.) to apply for grants to help clean up the community.	# of grants pursued each year with KLB
4. Increase participation in Clean Biz program of Keep Louisiana Beautiful that involves businesses in beautification initiatives.	# of business participants in Clean Biz program
5. Work with LSUA, LCU and CLTCC to involve students in beautification efforts.	<input type="checkbox"/> Did we partner with higher education?
6. Partner with the Chamber's Legislative Committee to advocate for beautification project funding and funding to address urban blight.	<input type="checkbox"/> Did we initiate formal outreach with area governments to highlight beautification?



Organizational Structure

To continually improve internal systems and processes to effectively manage all Chamber operations.

Strategies	Metric/KPI
1. Ensure Board Member Preparedness:	
1.1 Review/update as needed the Commitment Form (job description) for board members	<input type="checkbox"/> Did we review our Commitment Form annually?
1.2 Develop a new onboarding process for newly elected board members to ensure their preparedness prior to their first board meeting. Prepare content and resources.	<input type="checkbox"/> Did we develop and implement a new onboarding process for new board members?
1.3 Ensure annual Board Development Training for all board members	<input type="checkbox"/> Did we deliver Board Development Training to the full board each year?
2. Ensure a structure for Staff success:	
2.1 Ensure adequate professional development training opportunities for all staff	<input type="checkbox"/> Did we provide professional development opportunities for all staff members each year?
2.2 Maintain membership and active participation in LACCE (Louisiana Association of Chamber of Commerce Executives)	<input type="checkbox"/> Did we maintain our membership in LACCE annually?
2.3 Staff attends LACCE Conference each year	<input type="checkbox"/> Did we attend LACCE each year?