

North Orange County Chamber (NOCC) Strategic Plan 2020 - 2025

The mission of NOCC is to support regional businesses for economic success.

The Chamber has worked to formulate and communicate a community vision that is centered on advancing a strong and vibrant business community. This document outlines the Chamber's key areas of service as well as strategic initiatives for the next five years to expand and improve our services to the business community.

The Chamber is a **convener** of leaders and influencers to get things done, a **catalyst** for regional business growth and expansion and a **champion** for a thriving community.

Acknowledging the community represented by the Chamber, the organization embraces relationships and partnerships designed to enhance cultural exchange, increase opportunities for trade, and highlight unique relationships that promote inclusion.

Vision: To be the leading advocate and resource for the business community.

Initiatives

- Be an active connector and resource for businesses
- Legislative Advocacy
- Workforce Development

Initiative #1: Be an active connector and resource for businesses.

NOC Chamber is a convener and connector, providing resources to help businesses grow and create jobs for the region.

Objective #1: The Chamber will provide resources to help businesses grow.

NOC Chamber plays a leading role to stimulates business engagement in the region's economic prosperity.

Related Strategies:

- a. Beginning in January 2021, convene quarterly listening sessions with businesses and officials from each city to discuss items impacting businesses, and address unique concerns.
- b. Schedule a monthly event to engage Chamber members and provide opportunity for business outreach (Ribbon cuttings, Coffees, Mixers, NOC Leads, Leadership NOC, Regional Forums, etc.)

North Orange County Chamber (NOCC) Strategic Plan 2020 - 2025

- c. By June 2021, identify and organize a group of no fewer than 10 volunteers from the general membership to support staff with membership activities.

Objective #2: Strengthen partnerships to help existing businesses grown and create jobs for the region.

Related Strategies:

- a. Annually participate as a host or co-host of at least one job fair
- b. Participate in annual Shop Local Program directed at consumers.
- c. Support and promote business-to-business “Shop Chamber” practices, at least semi-annually by sharing through the Chamber’s media outlets, stories of business relations and shop local experiences (app, local purchase card)
- d. By the end of 2021, implement a program to encourage shopping at chamber members through the use of enhanced member to member discount program and member directory, i.e. the app)
- e. Provide an annual letter or meeting with city officials as a reminder to shop chamber members

Initiative #2: Legislative Advocacy

By prioritizing issues and policies that affect businesses at the local level, the Chamber will be a proactive force in the legislative and policy-making arena by becoming a valuable resource for businesses.

Objective #1: Annually identify three local issues that are priority for business owners.

Related Strategies:

- a. Conduct an annual survey of the Chamber membership to identify priorities for the year.
- b. Meet annually with members through focus groups to discuss challenges and identify new ways to assist them in the legislative advocacy process.
- c. Help connect businesses with local elected representatives at the city council level by hosting in person or virtual meetings with local elected officials at least once per year.

North Orange County Chamber (NOCC) Strategic Plan 2020 - 2025

- d. Hold quarterly meeting of the membership to discuss challenges dealing with city councils.
- e. Schedule annual staff visits with councilmembers in Fullerton, La Palma, Stanton, and Buena Park to learn about issues of individual importance to each councilmember and their district/city.
- f. Hold quarterly government affairs committee meetings to address issues identified as important to our business community and further engage with elected officials.
- g. Educate members, the Board, and volunteers on ways to better engage with elected representatives on local issues.
- h. Publish monthly updates for the membership promoting the Chamber's role as active connector and visible resource about issues affecting them.

Objective #2: In 2021 develop a leadership development program for aspiring candidates.

Related Strategies:

- a. Expand the program focus of Leadership North Orange County to strengthen awareness of local opportunities to serve the community in elected or appointed leadership roles.
- b. Market the Leadership NOC to local businesses to identify potential leaders within their companies to engage and enroll in Leadership NOC.
- c. Leverage Leadership NOC as a sponsorship opportunity.

Objective #3: Annually Review Chamber's Public Policy Guidelines to make sure Chamber staff has latitude to move quickly on important issues.

Related Strategies:

- a. Appoint a task force to begin reviewing public policy guidelines. Modify existing guidelines as needed and expand to include critical policy areas that have not yet been addressed.
- b. Address current and emerging issues to maintain our Public Policy Guidelines as a living document.
- c. Annually review and prioritize local issues.
- d. Use identified priorities to market the Chamber's advocacy for our members to promote a healthy local economy.

North Orange County Chamber (NOCC) Strategic Plan 2020 - 2025

- e. Monitor city council agendas and identify where our business community will be affected and where the Chamber and members can have an impact. Coordinate efforts with allied organizations to have a stronger and united voice on behalf of regional businesses.
- f. Distribute monthly updates on actions taken by the Chamber and the impact of municipal government.
- g. Use Chamber email as well as social media (via Facebook, Twitter, Instagram, and LinkedIn) as platforms to share the Chamber's advocacy efforts and outcomes.

Objective #4: Utilizing our memberships with Cal Chamber and U.S. Chamber of Commerce to advocate for regional interests at the state and federal levels.

Related Strategies:

- a. Meet regularly with state and federal legislators and staff to learn about their legislative priorities and communicate the policy and legislative goals of the NOCC and our cities.
- b. Work closely with Cal Chamber and U.S. Chamber of Commerce to identify legislation where NOCC's involvement would benefit a pro-business outcome.
- c. Leverage memberships in Cal Chamber and U.S. Chamber of Commerce to participate in legislative and policy update briefings.

Initiative #3: Workforce Development:

As our county recovers from the economic impacts of the pandemic, the Chamber plays a vital role in training and retraining the local and regional workforce. While many organizations are involved in the preparation of local students for the workforce, the North Orange County Chamber is recognized as the convener of business leaders and connector with those who play a role in the development of our future workforce.

Objective 1: The Chamber's role is to enhance communication between the education community and local businesses for effective workforce development

Related Strategies:

North Orange County Chamber (NOCC) Strategic Plan 2020 - 2025

- a. Prepare and present four programs annually to highlight the needs of regional businesses for a trained workforce

Objective 2: Serve as a catalyst to bring together business community, government sector, nonprofit and education communities in support of workforce development.

- a. In the weekly newsletter, share local initiatives for workforce efforts i.e. job fairs, training opportunities, internships, etc. from other agencies/members
- b. Annually survey members on workforce needs
- c. Conduct two focus groups/roundtable annually for the business community to gather feedback on workforce development needs, i.e., industry specific priority sectors as defined by the County (healthcare; business tech; hospitality/tourism, advanced manufacturing).

Objective #3: Within 5 years increase annual contributions to “North Orange County Works” to \$100,000 to fund the educational objectives of the Chamber.

Related Strategies:

- a. Develop a plan for a robust workforce development program to support training in key industries including advanced manufacturing, health care, hospitality and tourism, and technology.
- b. Develop a marketing program to highlight North Orange County Works as a vehicle for charitable giving.
- c. Identify corporations and foundations which may be interested in funding programs through the Foundation.
- d. Measure progress annually with goals to increase contributions to \$20,000 in year one (2021); \$40,000 in year two (2022); \$60,000 in year three (2023); \$80,000 in year four (2024); \$100,000 in year five (2025).