

2013  
ROBINS REGIONAL  
CHAMBER OF COMMERCE  
PROGRAM OF WORK

Beginning in 2013, the Robins Regional Chamber of Commerce will adopt a new methodology for its annual Program of Work. The intent is to shift our approach for the *Program of Work* from what has been essentially an event “to-do” list to a goal-oriented program. Each goal will have a number of programs and efforts that will help work towards achieving the broad goal. Where appropriate, success metrics will be adopted to evaluate progress towards the goals. Under this new system, all committees have an opportunity to impact the overall goals for the year.

For 2013, the goals, as identified at the Goals Conference, are to:

- **Increase Member Prosperity**
- **Advance the Robins Region**
- **Leverage Value as a Defense Community**
- **Prepare the Chamber for Future Success**

## INCREASE MEMBER PROSPERITY

The primary mission of the Chamber is to support and promote the success of its business members. For 2013, we are objectively focused on enhancing the quality of programs provided to all our members in order to ensure that there is a positive return on investment. However, recognizing that more than eighty percent of the Chamber's members are traditional small businesses, additional resources will be dedicated to this particular sector of membership.

- Provide and enhance educational programming targeting small businesses
  - Quarterly Business Forum classes
  - Small Business Development Center Classes
- Increase outreach to minority business owners
- Recognize and promote exceptional businesses and employees
  - Small Business of the Month
  - Employee of the Month
- Provide and enhance networking opportunities
  - Business After Hours
- Heighten awareness of the impact of small businesses
  - Promote and advocate for small businesses
  - Shop Local campaign
  - Shop Small campaign
- Educate business community on issues that impact their success
  - Eggs & Issues
  - Middle Georgia Regional HobNob
  - Issue Forums
  - Small Business Initiatives

## ADVANCE THE ROBINS REGION

To effectively compete in today's global economy it is crucial that the loose confederation of communities comprising the Robins Region adopt a regional perspective. By working together we are able to promote positive community assets and work to overcome weaknesses. In 2013, the Chamber will take a more prominent role in facilitating collaborative efforts throughout the Robins Region.

- Facilitate development of emerging leaders
  - Youth Leadership Robins Region
  - Leadership Robins Region
- Strengthen alliances with other business organizations in the Middle Georgia area
- Develop and present a regional legislative agenda to include Houston County, Bibb County, and Peach County at a minimum
- Host quality community-focused events
  - Christmas parade
- Support the development of collaborative marketing initiative for economic development
- Champion world class educational opportunities on the K-12, technical, secondary, and graduate levels.
  - STAR Student
  - Teacher of the Year
  - Robins Regional Educational Foundation
  - Support initiatives to promote student interest in Science, Technology, Engineering, and Math related career fields
  - Strengthen the relationship between the business community and the Houston County Career Academy
  - Support workforce development and GED initiatives in partnership with area colleges
- Expand relationships with regional elected officials, state legislative delegation, and statewide leaders
  - Regularly attend city council, county commission, school board, and development authority meetings
  - Develop an Atlanta "Fly In"
  - Participate with Georgia Chamber of Commerce Washington, DC Fly In

## LEVERAGE VALUE AS A DEFENSE COMMUNITY

As home to Robins Air Force Base, the Robins Region has had a 70 year relationship with the military and the defense industry. We recognize that our members' success is intrinsically tied to the symbiotic relationship that exists between our base and all businesses within the community. Given the current national political and fiscal climate, it is imperative that attention be focused on preserving this vital economic sector in our region.

- Advocate for and partner with the 21<sup>st</sup> Century Partnership to enhance military value of Robins Air Force Base and the Robins Region
- Support the men and women serving in the military who are stationed at Robins Air Force Base
  - Robins Regional Military Affairs Committee
  - Middle Georgia Military Affairs Committee
- Promote greater understanding and support for Robins Air Force Base throughout Robins Region and state of Georgia
  - Georgia Military Affairs Coordinating Council
  - USAF Material Command Community Liaison Program
- Strengthen aerospace industry through quality programming and networking opportunities
  - Aerospace Industry Committee
  - Requirements Symposium
- Expand relationships among base leadership and tenant unit commanders
  - Robins Cup
  - Leadership lunches

## PREPARING THE CHAMBER FOR FUTURE SUCCESS

One component of vibrant communities is that they have robust and highly regarded Chambers of Commerce. The Robins Regional Chamber enjoys a successful 63 year history of achievement however we must address critical factors in order to ensure our continued relevance as a business leader in the Robins Region. These components will strengthen the Chamber which results in a stronger community for all.

- Continue to grow the membership by attracting and retaining members at all levels
  - Establish Membership Development & Retention Task Force with representatives from each Chamber division
    - Achieve 10% annual increase in members
    - Achieve 80% retention rate for existing members
- Improve participation at all levels within the organization
  - Members
  - Board of Directors
  - Ambassadors
  - Volunteers
- Enhance the public image of the Chamber
  - Strengthen the Chamber's role as the voice of business
  - Increase the profile of the Chamber among Robins Regional elected officials
  - Be perceived as the "go to" source for business information in the Robins Region
- Deliver a consistent, positive member experience through communications, programs, and customer service
  - Establish Communications Task Force
  - Strengthen Ambassador Program
- Establish Long Range Strategic Planning Committee
  - Evaluate and align the committee structure to ensure compatibility with the priorities of the Chamber
  - Increase and diversify revenue streams
  - Adopt a formal succession plan for Chamber Leadership
  - Consistently devote resources towards the professional development of staff
  - Maintain United States Chamber 5-Star Accreditation rating
  - Adopt technology to better serve members