

Strategic Planning

Strategic Planning determines the overall direction and goals of the organization. Depending on the desired outcome, requires 4 – 8 hours. Participation of the full Board and chamber staff is expected. Additionally, the involvement of select members from the general membership is strongly suggested.

1. Pre-retreat 'Business/Membership Needs Survey' of your business members to determine what they value most about your Chamber, and what their major concerns and needs are
2. Development of a multi-year action plan with strategic objectives and initiatives
3. Critical review, affirmation/change/development of Mission Statement can be done if desired
4. Deliverables: You will receive a draft document within 2 weeks of session; after one revision (within one week of draft) the document is yours

Board Member Training (aka Roles & Responsibilities of Board Member)

For boards that wish to understand their roles and ensure proper governance. Consists of a 2 hour session. Requires the participation of the full Board and anticipated new Board members. This session:

1. Examines the purpose of chambers of commerce
2. Examines roles & responsibilities of board members
3. Examines the board/staff relationship

CEO/Executive Director Transition Planning

For the chamber facing the challenge of hiring a new CEO/Executive Director (or other top executive). Ideally should be done before the search process is started. Consists of a 2-3 hour session and is most effective with the participation of the full Board and the members of the Search Committee. This session will:

1. Establish a consensus of the key issues of importance that your chamber needs to address over the next 2-5 years
2. Identify the essential characteristics and skills your new CEO/Executive Director must possess to ensure that your chamber will achieve those 2-5 year objectives
3. Identify the steps and time frame for an orderly search, selection and hiring process

Pro-Business Advocacy

For chambers looking to start effective pro-business, non-partisan, advocacy programs by developing the framework of an advocacy policy. Also for chambers looking to increase the relevancy and impact of their current public policy efforts. KCCE and the Kentucky Chamber's Public Policy Department will work with staff to customize a template, including:

1. Confirm the purpose & advocacy responsibility of chambers of commerce
2. Identify the nuts & bolts of an effective Advocacy Task Force
3. Examines criteria for selecting 'issues of engagement' and strategies for successful outcomes

KCCE Member Fee: Reimbursement/Cover cost of travel expenses (including lodging, meals and mileage/car rental)

Future Member Fee: Same as member fee, plus cost of membership

**Please note: KCCE is available for additional services such as one-on-one mentoring, specific topic consultation (i.e. bylaws review) and leadership training sessions for specific committees or task forces. Please indicate on the request form if you are interested in one of these.

Facilitation & Training Requirements

As of June, 2010

Pre-Planning Materials

A packet of the following materials is expected to be provided to KCCE at least one month prior to the event.

1. Current Mission Statement (also Vision or Purpose statements if available)
2. Copy of Organizational Chart and/or a list of Committees & Task Forces
3. List of Board members with: Occupation & Employer, Years served on Board; office currently held
4. List of Chamber Staff, including: Titles; Years employed at chamber
5. List of other likely attendees with Occupation & Employer; Relationship with chamber (committee service, past officer, etc)
6. Copy of most recent Annual Plan (aka Program of Work, Strategic Plan, Business Plan)
7. Results of recent membership or business needs survey (if applicable)

Facility Requirements

1. The facility location needs to be large enough to accommodate all participants seated at tables arranged in a horseshoe arrangement
2. There should also be space available for at least five (5) small-group breakouts where planning and discussion can take place without interference between groups (may not always be applicable)
3. The room must be able to be darkened and have a blank light colored wall (for facilitation) or large screen for PowerPoint (for training)
4. Two additional tables will be needed: one located in the open end of the horseshoe for projection equipment; the other table located near the front for the facilitators supplies, handouts, etc.

Supplies

It is expected that the host chamber will provide the following:

1. Note paper & pens or pencils for each participant
2. Tent cards with each participants first name in large lettering
3. Food: if the session includes a working lunch or dinner, it needs to be pre-boxed to conserve time.
4. Projection Screen for PowerPoint (for training)
5. Tripods for breakouts (number TBD)

It is expected that the facilitator will provide the following:

1. Laptop & Projector (for training) unless BOTH are provided by location facility
2. Flip Chart

