



Strategic Plan-On-A-Page

Vision

To be the Northland leader in promoting and providing opportunities for business and education partnerships.

Mission

The Northland Education and Business Alliance (NEBA) creates mutually beneficial business and education partnerships that support workforce and economic development.

Values

Visionary Leadership
Stakeholder Focus
Relevant Learning
Partnerships
Connections
Collaboration

Stakeholders

Educational partners
Northland Businesses
Students
Parents
State and Local Entities

Strategic Focus Areas

Business and Operations
Marketing and Connections
Partnership Experiences

Northland Education and Business Alliance **Strategic Plan 2019**

Strategic Focus Areas & Improvement Strategies/Actions

Business and Operations

Goal: Proactively manage the NEBA operation to better serve our Northland stakeholders.

Goal Champions: NEBA Co-Chairs

Persons Accountable: NEBA Members

Measures of Success:

- Measure #1
- Measure #2

Improvement Actions/Strategies:

- Develop a comprehensive strategic plan that provides the organization with a purpose, direction, goals, measures of success, and a method for continuous improvement relative to meeting the needs of our stakeholders.
- Develop a structure for leadership and accountability that addresses the capacity and capability of our members and involved stakeholders.
- Develop a meeting structure that allows for the successful facilitation of NEBA's VMV
- Determine a recruitment strategy that strategically brings various stakeholders to the table each month
 - Develop a comprehensive list of member
- Establish a financial plan that identifies and utilizes funding sources to support the organization's vision and mission.
- Collaborate with Marketing and Connections Action Team to create a useful website that can be marketed to Northland stakeholders

Northland Education and Business Alliance **Strategic Plan 2019**

Strategic Focus Areas & Improvement Strategies/Actions

Marketing and Connections

Goal: Increase the awareness of workforce needs and the opportunities for student engagement within the Northland.

Goal Champions: One Business Member, One Education Member

Persons Accountable: NEBA Co-Chairs, NEBA Members

Measures of Success:

- Measure #1
- Measure #2

Improvement Strategies/Activities

- Develop a marketing plan that communicates the organization's vision, mission, values and improvement actions intended to create mutually beneficial partnerships and collaborative experiences.
- Develop materials that speak to various stakeholders to increase awareness
- Develop materials that promote specific events
- Develop a strategy to utilize market data to stay current on Northland, KC, and MO/KS workforce and economic trends
- Develop a social media plan that can be used to inform stakeholders and promote events

Northland Education and Business Alliance **Strategic Plan 2019**

Strategic Focus Areas & Improvement Strategies/Actions

Partnership Experiences

Goal: Increase the number of students exposed to relevant industry in the Northland by providing relevant, strategically focused events in the Northland.

Goal Champions: One Business Member, One Education Member

Persons Accountable: NEBA Co-Chairs, NEBA Members

Measures of Success:

- Measure #1
- Measure #2

Improvement Strategies/Activities

- Research the possibilities for mutually beneficial events that address stakeholder needs.
- Develop a calendar of events that support the needs of the organization's' stakeholders.
- Determine the possibilities of these activities:
 - Open House Activities
 - Student Involvement Days (Classroom visits, career days, connecting business to academic content)
 - Clinic Club Presentations

Other Key Information Obtained from S.W.O.T.

Strategic Advantages

We are an open organization - Anyone that represents one of our stakeholder groups can join.

We have been operating for over 20 years.

We have much experience and leadership to offer to our stakeholders.

The Northland has amazing on campus and off campus experiential learning opportunities for students.

Strategic Disadvantages

Our business participation has been greater than our educational participation.

We have not had a strategic marketing plan.

We lack a consistent funding source.

We do not have a strategic plan that supports anticipating change, utilizes our human capital efficiently, and connects businesses with schools.

We are lean in human capital.

There is limited Platte County involvement from the various stakeholder groups

There is a skills gap in business and industry.

There is a lack of engagement and influence in the elementary and middle levels.

Threats and/or Possible Blind Spots

There are different organizational goals at times between our business and education entities.

Business is changing rapidly while education changes slowly.

There are government regulations that create barriers for success

Facilitator Suggestions for Next Steps

- Create a Strategic Plan-on-a-Page to share with your stakeholders. All documents shared with the public should be carefully edited, branded, and cosmetically pleasing.
- Decide on your strategic focus areas
- Decide on the Strategic Plan format/template for the areas.
 - Goals
 - Objectives
 - Improvement Actions
 - Target Dates
 - Owners/Champions
- Determine your leadership and accountability structure for the continuous improvement.
- Prioritize the improvement actions considering capacity issues in those decisions.
- Develop and utilize Action Teams for the improvement actions. These teams create targeted actions plans that include timelines, estimated costs, and necessary resources.
- Create clear definitions of words and phrases within the plan where necessary (example - values) to ensure that all stakeholders understand the intent and meaning behind the words that are used.
- Maintain the integrity of the strategic plan development process by being accountable to the established commitments.
- Utilize the Quality Continuous Improvement (Baldrige) Framework in the execution of the plan.
- Develop and utilize a strategic plan revision process.