

# Wisconsin Chambers: The Foundation For A Better Wisconsin



WISCONSIN CHAMBER OF COMMERCE EXECUTIVES  
2021-2023 STRATEGIC PLAN

**WCCE**  
WISCONSIN CHAMBER OF  
COMMERCE EXECUTIVES

# WISCONSIN CHAMBERS: THE FOUNDATION FOR A BETTER WISCONSIN

## OVERVIEW

Local chambers of commerce are the backbone of Wisconsin communities. In today's challenging times, businesses are looking for leadership at the federal, state and local levels, and they are looking for organizations that can, collectively, be their voice. Now, more than ever, the need for strong communities led by strong leaders is a necessity. In other words, the very people who make up the Wisconsin Chamber of Commerce Executives (WCCE).

In preparing for the challenging years ahead, the collective strength of WCCE will be critical to the health and well-being of Wisconsin's local chambers. WCCE focuses on four key areas to support and strengthen chambers:

- Professional Development
- Workforce Development
- Public Policy
- COVID-19 Recovery

Focusing on these four areas will allow us, together, to become stronger, smarter and more effective as we overcome today's challenges and create tomorrow's opportunities. This plan pays special attention to the chamber's important role in helping local businesses and communities rebuild and recover from the COVID-19 pandemic.

WCCE is a program of Wisconsin Manufacturers & Commerce (WMC), the state chamber of commerce.

## MISSION

To advance the management skills and expertise of chamber professionals so they are equipped to lead their business members and their communities

## VISION

To be the association of choice for chamber professionals seeking personal and professional development

# STRATEGIC INITIATIVES

## The Mission And Vision Of WCCE Will Focus on Four Strategic Initiatives

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### PROFESSIONAL DEVELOPMENT

*Provide the most effective training and management practices for chamber executives, staff and board members. Keep chamber professionals abreast of important information and trends affecting businesses and their industry. Serve as a vehicle for chamber executives to share best practices and address common concerns.*

### WORKFORCE DEVELOPMENT

*Engage chambers and their members in business/education collaborations that will ensure a strong, well-prepared and robust workforce today and into the future. Help chambers establish strong partnerships to attract, retain and develop talent and to engage young professionals as our future business leaders. Identify strategies to advance diversity, equity and inclusion (DEI).*

### PUBLIC POLICY

*Educate chambers and their members on the value of a strong grassroots advocacy network. Provide them with critical information on state and federal issues affecting businesses and communities. Assist chambers in becoming more involved in pro-business advocacy.*

### COVID-19 RECOVERY

*Inform, prepare and position chambers to be a catalyst in helping businesses and communities to rebuild and recover from the impact of COVID-19 on their local economies.*



# PROFESSIONAL DEVELOPMENT

## Building Strong Leadership For A Better Wisconsin

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*Provide the most effective training and management practices for chamber executives, staff and board members. Keep chamber professionals abreast of important information and trends affecting businesses and their industry. Serve as a vehicle for chamber executives to share best practices and address common concerns.*

### Training and Education

- Host meetings and workshops on issues critical to chamber management
- Provide an annual professional development experience featuring quality speakers and utilizing the collective knowledge of chamber executives in Wisconsin
- Educate chamber executives about public policy issues affecting the business community
- Provide an annual “boot camp” for new chamber executives

### Mentoring and Development

- Provide new and less experienced chamber executives and their board members with access to experienced leaders and best practices in the profession
- Share chamber “best practices” to assist chamber executives in implementing strategies in their community
- Provide education on board development
- Provide education on strategic planning

### Electronic Resources

Provide chamber executives with easy access to helpful and timely resources through the WCCE website

- Online reference library
- Best practices samples
- Job descriptions
- A-Z listing of Wisconsin chamber websites
- WMC Speakers Bureau
- Videos

### Networking

Provide forum for chamber professionals for sharing best practices and building relationships

# WORKFORCE DEVELOPMENT

## Addressing The Talent Shortage

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***Engage chambers and their members in business/education collaborations that will ensure a strong, well-prepared and robust workforce today and into the future. Help chambers establish strong partnerships to attract, retain and develop talent and to engage young professionals as our future business leaders. Identify strategies to advance diversity, equity and inclusion (DEI).***

### Engage

Position chambers as a key partner and resource in tackling our state's talent shortage

Continue progress made toward providing a seamless system between K12 education, technical colleges and the University of Wisconsin campuses

Provide best practices to jump start local initiatives

- Identify exemplary business/education partnerships
- Share best practices on dealing with the talent shortage

Participate in workforce solutions that:

- Attract and retain talent
- Upskill existing workers
- Improve career pathways
- Communicate career pathways including high-growth and high-wage opportunities
- Promote apprenticeships, youth apprenticeships, internships, and other work-based learning for students
- Promote career awareness
- Reach disconnected groups

Increase emphasis on technical careers and work to improve alignment

Partner with WMC to engage Wisconsin's business community, educational institutions, government entities, nonprofits and other stakeholders in The Future Wisconsin Project

Promote WMC's Business World program



# WORKFORCE DEVELOPMENT

## (continued)

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### Public Awareness

Improve statewide public awareness of in-demand careers

- Promote available education and training resources for in-demand jobs
- Conduct facility tours
- Celebrate “Manufacturing Month”
- Celebrate “Chamber of Commerce Month”
- Provide information about business and the Wisconsin economy

### Community Transformation

Provide information and resources to assist with:

- Placemaking
- Quality of life
- Citizen engagement
- Collaborative spirit

### Strategic Partners

Collaborate with strategic partners to ensure success

- Utilize business/education associations and local governments engaged in workforce initiatives
- Share resources and increase influence



# PUBLIC POLICY

## Creating Competitive Business Environments For A Better Wisconsin

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*Educate chambers and their members on the value of a strong grassroots advocacy network. Provide them with critical information on state and federal issues affecting businesses and communities. Assist chambers in becoming more involved in pro-business advocacy.*

### Education

- Provide input to WMC's Legislative Agenda
- Promote the WMC Legislative Agenda
- Encourage and provide training for chambers to engage in advocacy
- Assist chambers in partnering with other organizations where there is policy agreement
- Support WMC's Business Day in Madison program



# COVID-19 RECOVERY

## Helping Businesses and Communities Rebuild and Recover

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*Inform, prepare and position chambers to be a catalyst in helping businesses and communities to rebuild and recover from the impact of COVID-19 on their local economies.*

### Education

- Share timely information from federal and state response plans, including crisis communication strategies
- Position chambers as a trusted resource for serving the community and its stakeholders with timely and relevant information
- Provide a forum for chambers to share rebuilding and recovery strategies
- Assist chambers to be resilient, nimble and innovative

# WCCE

WISCONSIN CHAMBER OF  
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