



2023
STRATEGIC PLAN
GOALS & STRATEGIES



Roy Heatherly President and CEO

MEMBERSHIP

2022

Goal

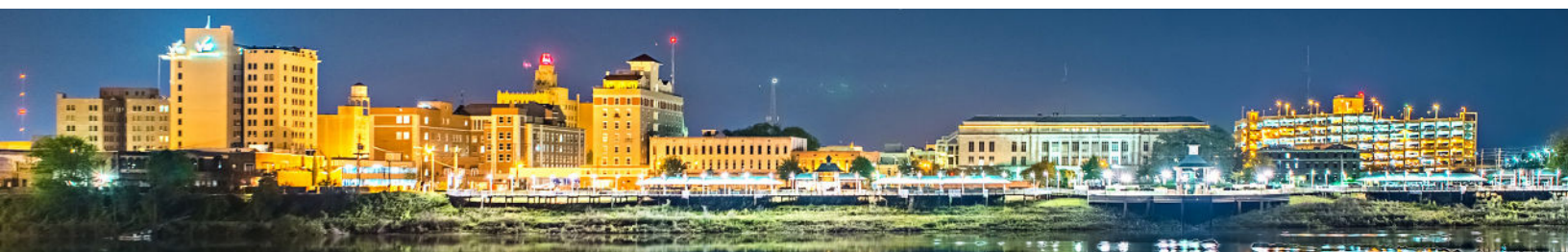
The Chamber will maintain and grow our role as the advocate for all business and its members.

Strategies

- Review and enhance new member benefit package.
- Partner with the small business committee in offering enhanced benefits to our members.

2022 Accomplishments

- Launched Coffee & Conversation
- Contracted with "Your Chamber Conversation" to hold a member and chamber information drive. Because of the merger we postponed and are working toward a January 30, 2023 event.
- Revamped and launched a newly formatted newsletter.
- We thanked all members through our Ambassadors delivering a revamped "Inside the Chamber" magazine.
- Largest Leadership Class ever - replaced Brent Henley
- We successful held a 450 person Annual Banquet
- 20 Under 40
- T.H Scott
- Hosted a trip through a City to City tour with Jackson, Tennessee.
- Held successful monthly Ambassador and Young Professionals.
- Held most profitable Christmas GALA / Auction in our history.
- Partnered with the city of Monroe hosting bi-monthly commercial real estate meeting and bi-monthly retail meetings.
- Organized multiple meetings with the Pecanland Mall to help with traffic and signage.
- Signed an average of 6 new members a month plus conducted numerous ribbon cuttings.
- Launched a Christmas "Shop Local & Eat Local Holiday campaign for small business members.
- Participated with Blue Oval Marketing and local restaurants in a spring eat local campaign.



2023 Goals

1. Conduct a Membership Drive partnering with "Your Chamber Connections" with a goal of 150 new members.
2. Grow 10 new members a month March - December with a goal of 1,000 members by December 31, 2023.
3. Create a marketable member value package.
 - a. Articulate member benefits
4. Use social media and website to highlight and celebrate members.
5. Publish "Inside the Chamber" magazine again in December.
6. Create a retention program.
 - a. Rewrite Ambassador program and actively market it.
 - b. Create an Emissary Program for retention.
 - i. Goal of 2 intentional member touches.
 - c. Target "Drops" calls.
7. Create Networking Opportunities.
 - a. Monthly Coffee & Conversations.
 - b. Conduct 2 Member after hours.
 - c. Create a non-member networking event.
8. Market and grow Young Professionals.
9. Work with SBDC on member workshops

SMALL BUSINESS

2022

Goal

The Chamber will identify small business needs and work with area providers on bringing additional support and benefit to those businesses.

Strategies

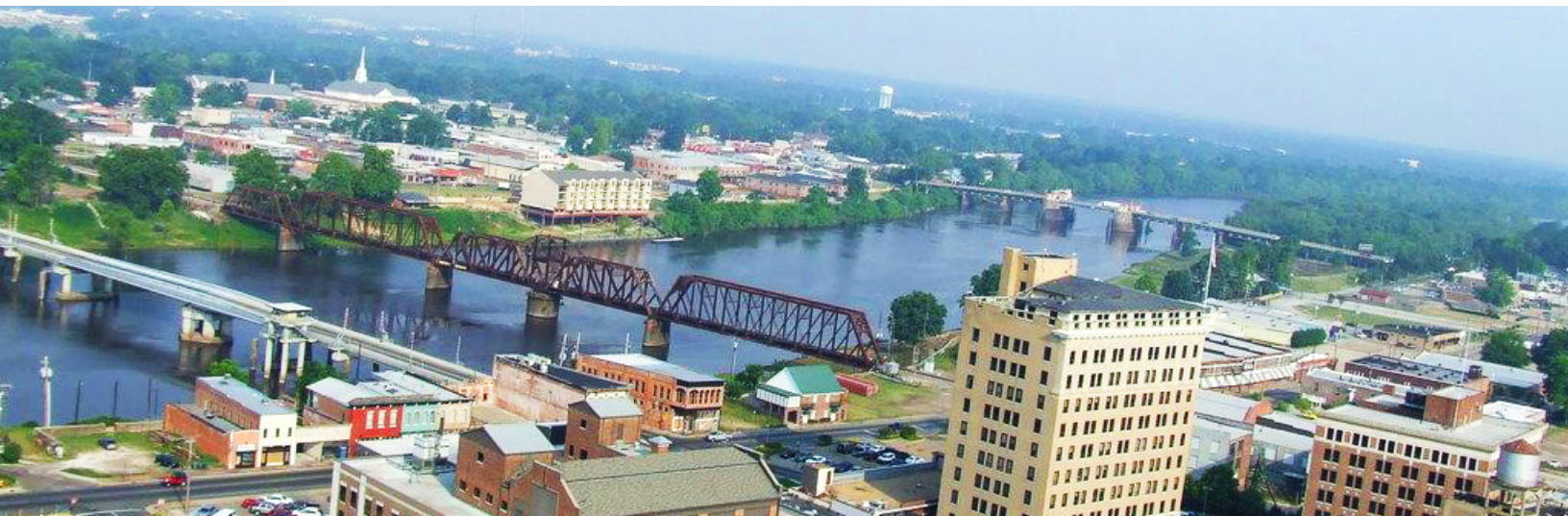
- Assist in New Business Startup.
 - Identify support agencies and businesses.
 - Act as a facilitator in matching small businesses with support groups.
- Work with local government in simplifying the permitting process.
- Partner in offering Business Education programs.
- Facilitate lunch n learns or segment round tables.

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2023 Goals

1. Work with SBDC to create a grant writing or grant resource workshop.
2. Partner with the Technology Committee and Kinetix to conduct a series of social media and digital marketing sessions.
3. Partner with SBDC to offer a series of small business workshops.
4. To work with Kinetix to enhance our website into more small business resources.
5. To continue to partner with the city of Monroe in small business district meetings on how we can help.
6. To become more active in SEDD and DEDD.
7. To pull together a small group of commercial realtors to see how we help them market the city.
8. Connect ULM / LDCC for internships – projects for classes – engage students to help small businesses.
9. Get students jobs career service connections
10. Secure LED grant in partnership with the city and LSBDC.





DIVERSITY

2022

Goal

The Chamber will take a lead role in being inclusive to all parts of our city, parish and region while being the leading voice for diversity.

Strategies

- Partner with other chambers and local groups to bring awareness to diversity by hosting community conversations and training sessions.

2022 Accomplishments

- Successfully began to build a diverse Board of Directors
- We conducted a joint Diversity Training Board meeting with the WMWO Chamber and the Regional Monroe Black Monroe Chamber facilitated by Alberta Green.
- Conducted other joint meetings with the same groups.
- Surveyed membership -
- We have moved the conversation forward



2023 Goals

1. Educate the community on Diversity. Why it is the right thing to do and why it is good for business.
 - a. Hold at least 2 lunch n learns.
 - b. Use social media to define and educate.
 - c. Actively seek Diversity Speakers.
2. To become a resource to help minority owned businesses.
 - a. Use website for resources and online training.
 - b. Help minority businesses earn certifications.
3. Work with SHRM and other HR leaders on Diversity hiring and other resources.
4. To actively engage small business support groups.
 - a. To become more actively engaged in SEDD.
 - b. To work with the city on helping Southside businesses.
5. Celebrate the diversity of our community.
6. Access Diversity
 - College Kids vs Career Kids – Pathways to careers.
 - Education on the reality of career options.

COMMUNITY ENGAGEMENT

2022

Goal

The Chamber will maintain and grow our role as the chief advocate, voice, and watchdog for local business on governmental matters.

Strategies

- Continue to monitor and Influence legislative matters and taxing propositions that impact and are most critical to local business.
- Establish the Chamber as a resource for information on governmental issues affecting our members, with the intent to develop an effective and timely means to disseminate this information.
- Focus on building relationships with government entities and elected officials, while developing a structured plan to maintain regular communications through these relationships.
- Seek to re-establish a chamber staff position that can oversee and assist in Government Relations.

2022 Accomplishments

- Hired Kinetix to oversee our marketing.
- Worked Closely with Kinetix to develop and launch a new marketing strategy.
- Launched a new website.
- Revamped our newsletter
- Increased social media presence – Followers exceeded 5,000.
 - TR thank you's.
 - 100 days of Funroe
 - Oneroe superstars
- Published new "Inside the Chamber" magazine partnering with Bayou Life.
- Louisiana Living – every other week.
- Spent most of the year in merger talks with WMWO.

2023 Goals

Goal

To positively impact community perceptions. Change Hearts and Mouths. Improve communications to the community through engagement and storytelling.

1. Work with city, parish, ULM and Kinetix, to build a multi-media campaign marketing our area to our locals.
 - a. Identify community assets
 - b. Use Chamber, City, ULM and other events to brand our message.
2. Target Young Professionals
3. Work with and understand the role of Discover Monroe – West Monroe.
 - a. Understand their funding.
 - b. Understand their role
 - c. Understand their audience
 - d. Understand their marketing
4. Explore and brainstorm with other markets (i.e. Tulsa)
5. Look at developing a celebration event.
6. Ouachita 101
7. Engage Young Professionals
8. Engage leadership Alumni
9. Build on Social Media and traditional media to brand and communicate the great things happening in our area.
 - a. 30 minute Radio
10. Support the mission and vision of ULM.
11. Support the mission and vision of the city.
12. Support hospitals and other industry as they recruit new doctors and employees.

GOVERNMENT

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2022 Accomplishments

- Met with Dr. Vidrine
- Met with Dr. Coker
- Met with Mayor Ellis
- Met with Dr. Cade Brumley
- Met and took a stand on 2 Amendments in November 8th election.
- Successful Luncheons with
 - Local Government
 - Northeast Delegation
 - Senator Kennedy
 - Senator Cassidy
 - Governor Edwards
- Northern Exposure

2023 Goals

1. Remain proactive regarding taxation and legislative matters impacting businesses.
 - Use both lobbying groups, Picard (state) and Cornerstone (Federal), to monitor bills and activities impacting the business environment.
 - Continue to meet with local taxing bodies throughout the year.
 - Partner with the Education Committee when meeting with each school board administration.
2. Governmental Lunches and Events
 - Ask speakers for take aways or talking points of their comments to share with members.
 - Reach out to members prior to speaking engagements to ask for potential topics or questions to be addressed by the speaker.
 - Seek other speakers to address areas matching the Chamber's total Strategic Plan.
 - Partner with other groups (ULM, etc.) on a possible speaker's series.
 - Survey membership for feedback on events.
 - Use Kinetix and our media in kind trades to market events.
3. Northern Exposure
 - Explore expanding what we do during the day.
 - Utilizing the morning for smaller breakout sessions.
 - During Northern Exposure (and/or some other time during the legislative session), host breakfast(s)/dinner(s) with local officials to present critical projects for our area. (Ex: Bio-Medical Research and Innovation Park)
 - Food: Explore how to make a bigger impact showcasing NELA restaurants.
4. Washington Lobbying Trip
 - Partner with City, ULM, and Cornerstone to restructure the week.
 - Co-Host city reception to highlight great things happening in our area.
 - Co-Host booth at the Friday pre-lunch reception.
 - Co-Host two tables at economic development luncheon with highlights from our area.
5. Member Education
 - Explore ways to provide education to members on subjects like capital outlay projects, with hope it will help promote member/voter support where needed.
 - Share updates from lobbying groups on critical issues through newsletter and other mediums.
 - Explore hosting a forum for Gubernatorial candidates; explore hosting forum(s) for candidates running for other state-wide offices.

TECHNOLOGY

2022

Goal

The Chamber will maintain and grow our role as the chief business advocate by being a champion for the advancement of technology to both home and commercial. Technology influences our businesses, our schools, our healthcare and almost every aspect of our lives. The Chamber recognizes that broadband technology constantly evolves, and that speed, capacity and affordability are key consumer issues in respect to subscribership.

Strategies

- Assist the business community by providing business leadership and insights for future technology needs, innovation, and programs to ensure our workforce and markets competitiveness and relevance in a global economy.
- Acknowledging the demographics of our region, the Monroe Chamber will focus on digital literacy and affordability to address the two major barriers to broadband adoption.

2022 Accomplishments

- Surveyed Membership
- 2 Outcomes
 - Help on Cyber Security
 - Help on Social Media Marketing
- Conducted a successful Cyber Security Summit on October 27th
- Have begun planning a Social Media workshop.

2023 Goals

1. Use the Chamber's weekly newsletter to provide business updates and tips on technology. This could include local experts, regional experts, SBDC and national articles.
2. Conduct one or more social media workshops for small business.
3. Invite Kevin Nolten (Cyber Innovation Center) over to brainstorm potential projects and jobs.
4. Partner with local Technology companies and LSBDC to conduct technology training sessions for small business members.
5. Hold a second Cyber Security Workshop.
6. Partner and participate on Monroe's broadband committee.
7. Partner with the Chamber's Healthcare Committee and the Education Committee to find ways we can expand the use of new broadband areas to help with tele-health and tele-education.
8. Partner with the Chamber's Diversity committee to explore a cyber workshop for minority owned businesses.
9. Audit Chamber's technology with Kinetix to find ways to better use it.



NON-PROFITS

2022

Goal

The Monroe Chamber will work with area non-profits to raise them up to help others in our community. The Chamber realizes our business community will only be as strong as our weakest and it is incumbent on us to work with area non-profits to raise them up.

Strategies

- Educate businesses on who/what/where/how to serve and support non-profits.
- Become more visible and present in the non-profit sector (promote events, spotlight, partner) and assist with grant writers.
- Retirees assistance program (loans/finances)

2022 Accomplishments

- Surveyed local Non-Profits through a data base shared by the United Way.
- Strategies are being developed.



2023 Goals

- Host a Non-Profit Roundtable to brainstorm support ideas.
- Host a Grant Writing Workshop.
- Host a Fund Raising Workshop.
- Host a "How to set up a Non-Profit" workshop.
- Use Social Media and our Newsletter to highlight local Non-Profits.
 - Help them with story-telling.
- Educate local businesses on why supporting local Non-Profits makes good business sense.
 - Help match business volunteers with Non-Profit needs.

WORKFORCE

2022

Goal

The Chamber will maintain and grow our role as the facilitator and champion of our workforce in our region. We will work with local business, education, and other partners to recruit, grow, and retain talent.

Strategies

- Outline Curriculum tied to Jumpstart and how it relates to employer needs
- Work directly with industry partners to identify missing soft skill needs and ask for participation in the Education initiatives for soft skill growth
- Workforce pathways defined- high school programs, short-term workforce programs, 2-year and 4-year programs- what do our employers need today and what will they need to grow and what do those pathways look like.

2022 Accomplishments

- We collectively met with every organization impacting workforce to develop strategies to match employers with job seekers.
- From those meetings and in partnership with the Ouachita Parish Police Jury and WMWO Chamber we hired Adam Alexander.
- Partnered with the WMWO Chamber to host a Workforce Summit at the WM Convention Center.
- Joined the group forming the new Manufacturing Alliance, that work continues today.
- Participated as a sponsor (working under Adam's guidance) in the Career Expo.
- Participated as a sponsor to a joint regional chamber meeting.

2023 Goals

1. More collaborative meetings matching workforce needs with education. Visit more institutions like Clinton High School in Clinton, Mississippi.
2. Continue participation and building the Manufacturing Alliance.
3. Demand Driven Career Paths.
 - a. Instrumentation
 - b. Healthcare
 - c. Business
4. Develop a strategy that includes K-12, Higher Ed , Business/Industry and the Monroe Chamber of Commerce.

EDUCATION

2022

Goal

The Chamber will continue to support all ages of education (birth through continuing ed).

Strategies

- Adopt a School / Teacher – create an organizational chart which shows which schools are currently receiving donations, where are the immediate needs, and develop a long-term plan to sustain the program by keeping it updated and accessible to community partners, churches, et.
- Soft Skills- develop engagement through competition/forums surrounding:
- Mock interviews, resume writing, etc. partner with business leaders to “judge” and give open feedback to students on how to provide better or more useful responses.

2022 Accomplishments

- Vision on Education Luncheon
- Accent on Excellence Reception
- Interviewed Dr. Cade Brumley – State Superintendent of Education about the proposed change to school grading system.
- Hosted a STEM Music event for all 3rd and 4th graders in Monroe City Schools.
- In partnership with Monroe City Schools, ULM and La. Delta we initiated a school banner program – goal of school pride and pathways.
- We surveyed all Monroe City School principals (twice) in an effort to bring back an “Adopt a School” Program.
- Hosted a city to city trip to Jackson Tn (included representatives from La. Delta Community College, La. Catalyst and Monroe City. Met with Higher Ed (U of Memphis and Tennessee Technology)
- Hosted a trip to Clinton High School Mississippi.

2023 Goals

1. Banners - Complete 2022 Banners project. Have all banners installed by March 2023.
2. Coding & Technology
 - a. Meet with Lon Smith (ULM) to assist in ULM esports and with expanding coding in Monroe City Schools (engage Dana Mullins for help)
 - b. Quentin – Follow up with Quentin Durr on coding grant for Monroe City Schools.
3. Reach out to Ouachita Parish Schools and engage them to part of interviewing process for the new school superintendent.
4. Create a joint task force between business and education (K-12, Higher Ed & Business) with the following goals.
 - a. Helping business understand education challenges and education understanding business needs.
 - b. How can the chamber/business help with Fast Track programs at Wossman, Carroll and Richwood.
5. Develop a Birth to 5 strategy for Literacy. Engage the United Way for assistance or how we can help them expand their program to birth to 5.
6. Target more CTE schools and coordinate education trips (like we did in 2022 to Clinton, Mississippi).
7. Launch an Adopt a School Program.
8. To Assist and partner with ULM on their Life Long Learning initiatives.

HEALTHCARE

2022

Goal

To create a healthcare team that would help the Chamber to address the challenges impacting our medical community. As an actionable item, the Healthcare Advocacy Team (HCA) has been devised. Its diverse representation of medical and specialty organizations will seek to enhance the Chambers healthcare related strategic plans.

Strategies

- Implementation of Medical Moments-
 - Weekly communication in newsletter/email/live interviews
- Broaden membership to Healthcare -employees in the industry
 - Host a Chamber sponsored community/school health fair
- Devise a Chamber Healthcare Magnet/Academy
 - Focus on education and students K-12
 - Partner with schools that have an existing magnet program
 - Healthcare Day- focus on related healthcare services that enhance STEM learning
- Medical Transportation- including rural parishes and intracity
 - Transportation resources that would allow rural parish potential students to access education in-person
 - Major focus on access to Telehealth in rural parishes, including Telehealth for Mental/ Behavioral Health
- Healthcare Legislative Changes/Quality of Life Concerns
 - Bridge partnership and support for Healthcare Alliance of NELA and their efforts
 - Grant opportunities for Telehealth
 - Access to internet services in rural parishes- need Legislators/Providers support
 - Healthcare Advocate for legislative changes
- Workforce Challenges
 - How to retain staff currently employed
 - How to keep staff from leaving our community
 - Labor pool- very expensive losing staff to contract labor (annual coverage for 65 Nursing/ancillary employees- in excess \$8.5 million)
 - Staff animosity with contract labor force
- Rehiring existing staff via contract
- Culture of Internal and External Environment
 - Essential to keeping "good" employees
 - How do we conduct ourselves in approaching new rules (COVID requirements and work mandates)
 - How to address new HR issues
- Reference Society for Human Resource Management (SHRM) web site

2022 Accomplishments

- Surveyed all Membership.
- Launched and sponsored Medical Moments.
- Created the Healthcare Advocacy Team consisting of 3 distinct sub-committees:
 - Communications
 - Community Activity
 - Rural Connection
- Devised Monroe Chamber Strategic Plan for Healthcare Advocacy Team.
- Submitted the following articles for Medical Moments.
 - 2 articles from Dr. Anita Sharma /ULM Gerontology Department, Car Seat Safety (Jamin Rankin RN) Trauma Program Coordinator, OLHM

2023 Goals

1. Continue to promote Medical Moments to our Healthcare Membership.
2. Include video and podcast in Medical Moments (i.e. Ochsner's – 6)
3. Partner and Promote Preventative Healthcare Mobile Units to businesses.
4. Partner and promote ULM Mobile Pharmacy.
5. Partner with the Technology committee, Monroe City Broadband committee and others to establish tele-health services to our region.
6. Explore and research medical transportation for our under served areas.
7. Reach out to 2-1-1 to see how we can support or promote their efforts.
8. Educate businesses and residents on what Healthcare is available and where.
9. Reach out to "Healthy Monroe" and explore ways we can partner and help.
 - a. Promote Healthy Activities in the community – i.e. Dance classes at Saul Adler, GOAT Yoga, etc.
10. Meet with VCOM to explore more community engagement.
11. Work with Small Business Committee to develop small business educational lunches on Healthcare including cost management.
12. Meet with Monroe City Schools and Ouachita Parish Schools on their health related magnet programs.
13. Convene a meeting on Mental Health and how it is impacting business – with the goal of solutions and help.

MEET THE 2023 EXECUTIVE COMMITTEE



ROY HEATHERLY
President & CEO



JAY MULHERN
Chairman 2023
Express Employment
Professionals



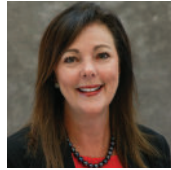
TANIA HILBURN
Immediate Past Chairman
JP Morgan Chase



JEREMY HARRELL
Chair Elect
Guaranty Bank



AIMEE KANE
VP of Finance
St. Francis Medical Center



DR. WENDI TOSTENSON
VP Workforce Development
La. Delta Community College



PAUL HUTCHESON
VP Government/Non-Profit
Homeland Bank



JASMYNE MCCONNELL
VP Membership
Cajun Title Co.



BEVERLY LEWIS
VP Health
Ochsner LSU Monroe

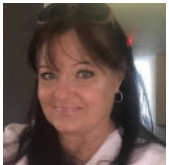
MEET THE 2023 BOARD MEMBERS



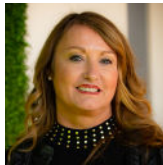
JEFF LAUDENEIMER
Progressive Bank



DR. RANDY ALDRET
VCOM



MEG KEENE
Stephens Media Group



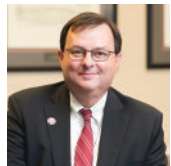
DAWNE SMITH
Paramount Health



ALANA COOPER
Discover Monroe-West Monroe



KEN WYCOFF
Pecanland Mall



DR. RON BERRY
ULM



MATT DICKERSON
Pulpmill Services



MARK SISK
ReMax



JEREMY TINNERELLO
Glenwood Regional
Medical Center



MARK KENT ANDERSON
Mid-South Extrusion



ALBERTA GREEN
ABG Counseling and Career



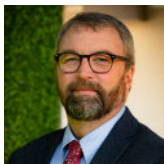
BILL WILLSON
Century Next Bank



CHRISTINA DAVIS
LA SBDC



QUENTIN DURR
Origin Bank



MATT WHITE
Drax



JOSH ETHERIDGE
Etheridge Pipeline & Conduit



RANDY STONE
KTVE/KARD



JAMES MILES
Pelican State Credit Union



TAYLOR CAGLE
Origin Bank



LAMONT WINDOM
Etheridge Pipeline & Conduit



PASTOR IKE BYRD
Mt. Zion Baptist Church



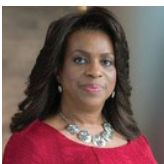
STEWART EWING
InterMountain Management



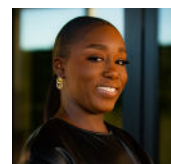
KELSEY MCCRORY
City of Monroe



PATIENCE TALLEY
City of Monroe



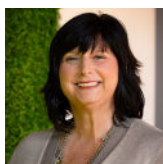
MARILYN DORRIS
IBM



KIRSTEN GLADEN
Catholic Charities of NLA



COLBY WALKER
InterMountain Renovations



DANA MULLINS
Monroe City Schools



STEPHANIE POLK
Lumen