

SOUTHEAST ALBERTA CHAMBER OF COMMERCE 2025-2028 STRATEGIC PLAN

VISION

To be the leading advocacy organization for business and a catalyst for growth and prosperity in Southeast Alberta.

PURPOSE

To support and advocate for our members within Southeast Alberta, to foster growth and prosperity in our region.

MISSION

To empower and support our business community through our connections, support and influence, providing innovative solutions and fostering a vibrant, inclusive and thriving economic environment in Southeast Alberta.

CORE VALUES

Integrity

We act with honesty and transparency in all our dealings, building trust within our community and among our members.

Engagement

We actively involve our members and the community in our activities, fostering a sense of belonging and participation.

Excellence

We strive for the highest standards in our services, programs, and initiatives, continually seeking to improve and excel.

Advocacy

We champion the interests of our members, advocating for policies and initiatives that support business growth and community prosperity.

Collaboration

We foster strong partnerships and work together with businesses, government, and community organizations to achieve common goals.

Innovation

We embrace creativity and forward-thinking solutions to address challenges and seize opportunities.

Inclusivity

We promote diversity and inclusion, ensuring all voices are heard and valued in our community.

KEY GOALS

WORKFORCE DEVELOPMENT

Goal: Research why gaps exist between employers and job seekers

Key Actions:

- Create an employer advocate /workforce roundtables
 - Facilitate conversations between employers, employer groups, job developers, job seekers
 - Work with successful employers to understand the process/playbook of what works
 - Work with service providers/job developers on improved screening and job readiness skills for employers
 - Open up the platform for service providers to submit resumes into the member portal
- Provide avenues for members to participate in job fairs through Chamber participation and representation

EVENT IMPLEMENTATION AND ENGAGEMENT

Goal: Increase event attendance and engagement by streamlining our event focus

Objective: Increase attendance and engagement through focused events.

Key Actions:

- Host themed and industry-specific events.
- Develop recognition platforms and member appreciation.
- Evaluate virtual options and track attendance
- Increase sponsorship and registration services.

FINANCIAL SUSTAINABILITY AND OPERATIONAL EFFICIENCY

Goal: Focus on high-impact areas and fiscally sustainable opportunities

Objective: Focus on high-impact, fiscally sustainable initiatives.

Key Actions:

- Plan for \$15,000+ profitability.
- Evaluate time/resource allocation.
- Implement AI and Microsoft tools.
- Launch "Level Up" membership campaign.

COMMUNICATION AND OUTREACH

Goal: Increase awareness about Chamber initiatives and member stories

Objective: Increase awareness of Chamber initiatives and member stories.

Key Actions:

- Update media policy and train the Board.
- Use in-kind advertising and influencer partnerships.
- Improve newsletter and storytelling formats.
- Launch member spotlights and explore vlogs/podcasts.

MEMBERSHIP GROWTH AND SUPPORT

Goal: Increase Value and Impact for Membership Growth and Retention

Objective: Increase value and retention of members.

Key Actions:

- Promote auto-renewal and member touchpoints.
- Attend cultural events and support underrepresented businesses.
- Launch referral and “pay it forward” programs.
- Conduct business visitations and analyze drop-off data.

YOUTH ENGAGEMENT

Goal: To create greater engagement in young entrepreneurs to increase awareness of the Chamber

Key Actions:

- Get involved through in-class presentations, Business Ambassadors/Enactus at the College
- Be more targeted with our audience and look at high school and College audiences
- Bring together youth entrepreneurs to act as a business advisory council for current/future initiatives
- Research resources/information that might already exist or be available for young entrepreneurs
- Implement rate options for students
 - discounted student membership rate (beyond the 50% discount)
 - work/volunteer in exchange for membership

ADVOCACY AND LEADERSHIP

Goal: Focus on high-impact advocacy and leadership initiatives that increase value for members and awareness of the Chamber’s influence

Objective: Increase value for members and awareness of the Chamber’s influence.

Key Actions:

- Leverage relationships with government and community partners.
- Train the Board on advocacy efforts.
- Restructure committees for better engagement.
- Launch a Leader’s Circle of business influencers.
- Create task forces and working groups.