

# Tri-State Manufacturers' Association

## Priorities and Goals 2020

***TSMA MISSION:*** *Tri-State Manufacturers' Association assists manufacturing related companies by providing advocacy, education, networking, and programs to enhance the success of members and their communities.*

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### **PRIORITY 1.**

### **MEMBERSHIP**

Enhance membership, participation, and engagement.

Goal 1.1 Increase manufacturing membership by 10 companies (up from 81 in 2019) in 2020.

Goal 1.2 Achieve a membership retention rate of 95% in 2020.

Goal 1.3 Achieve a meeting attendance average of 40 people in 2020.

Goal 1.4 Host an Emerging Leaders event.

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### **PRIORITY 2.**

### **WORKFORCE**

Increase the number of people interested in careers in manufacturing.

Goal 2.1 Expand Manufacturing Career Dream Team to include 15 young people from 8 or more companies.

Goal 2.2 Encourage and support Youth Skills Training grant proposal from one or more K-12 member schools.

Goal 2.3 Research alternative education and training options that K-12 can use to raise awareness of manufacturing careers.

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### **PRIORITY 3.**

### **PARTNERSHIPS**

Increase TSMA's effectiveness by having the right conversation with the right people.

Goal 3.1 Meet with Alexandria Technical and Community College to explore appropriate communication regarding training requirements for manufacturing occupations.

Goal 3.2 Outreach to potential partners to brainstorm best practices and consider new ways to support one another.

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### **PRIORITY 4.**

### **FINANCIAL**

Continue to explore options to reduce expenses and increase revenue.

Goal 4.1 Write a minimum of one grant application.

Goal 4.2 Encourage financial support for youth manufacturing programs via a fundraising campaign.

July 7, 2020