



Central Minnesota Manufacturers Association

Goals and Objectives 2020

CMMA MISSION: *Central Minnesota Manufacturers Association exists for the primary purpose of contributing to the growth and success of manufacturers.*

GOAL 1. Increase manufacturing membership and meeting attendance

- Obj. 1.1 Increase membership from 182 (end 2019) to 200 (end 2020), with a Membership Dues revenue goal of \$48,800.
By: December 2020 Responsible: Membership Committee
- Obj. 1.2 Host three manufacturing-relevant workshops in 2020.
By: December 2020 Responsible: Board of Directors
- Obj. 1.3 All board members recruit a minimum of one new manufacturing member in 2020.
By: December 2020 Responsible: Board of Directors

GOAL 2. Diversify revenue sources

- Obj. 2.1 Identify a new source of revenue in 2020.
By: December 2020 Responsible: Board of Directors
- Obj. 2.2 Conduct a fundraising drive in support of the CMMA Foundation.
By: December 2020 Responsible: Board of Directors

GOAL 3. Impact the manufacturing workforce

- Obj. 3.1 Provide online access to a Youth Apprenticeship Toolbox and K-12 Navigator.
By: July 2020 Responsible: Becky Hauschild
- Obj. 3.2 Host a second annual Manufacturing CTE Jamboree.
By: December 2020 Responsible: Program Committee
- Obj. 3.3 Identify opportunities for workforce advancement for incumbent workers.
By: December 2020 Responsible: WF Committee

GOAL 4. Improve legislative advocacy within the manufacturing community

- Obj. 4.1 Continue to encourage and develop relationships with legislators and to collaborate with the Minnesota Manufacturers Coalition.
By: December 2020 Responsible: Legislative Committee