

ADVOCACY

Promoting economic and cultural vitality across Boston's western inner suburbs and within our municipal footprint.

PROGRAMMING

Our programs and events should engage, educate, advance and support our advocacy.

NEXT GENERATION NETWORKING

The ways people connect has evolved.

DIVERSITY AND INCLUSIVITY

Reflect our changing times, demographics & culture.

FUTURE FOCUSED

Remaining relevant and resilient as our economy and technology evolves.

ADVOCACY

Promoting economic and cultural vitality across Boston's western inner suburbs and within our municipal footprint.

- Raise visibility regionally through media, attendance and participation with other business and advocacy partners.
- Advocacy alerts, position papers, opeds and other tools.
- Reevaluate InBusiness, directory, website as tools for telling our story.
- Engage private citizens who share our goals through 'citizen membership' program.
- Publish twice annual recaps of our efforts: Successes and setbacks, board positions, alliances and hot-button issues.
- Make certain staff, directors, ambassadors and committee leaders can 'tell the chamber story'

PROGRAMMING

Our programs and events should engage, educate, advance and support our advocacy.

- Fewer events higher quality
- Review current programming - refresh or remove tired events or those that don't adhere or advance our core mission. (annually and as needed)
- Create professional development series - cross promote with other committees. I.E. career tips for YPGs; gender issues for WIN – that promote empowerment.
- Create year-round volunteer opportunities to promote engagement and take pressure off staff.

NEXT GENERATION NETWORKING

The ways people connect has evolved.

- Build a solar system of affinity groups organized by sector, geography and/or priorities under one tent.
- Engage C-level executives through unique events/programming
- Better engage and bring value to employees at our large employers.
- Foster partnerships with existing groups (Other chambers and business associations) to engage new audiences and serve different segments without creating more internal work.
- Build mentoring apparatus: connect members who can help members.

DIVERSITY AND INCLUSIVITY

Reflect our changing times, demographics & culture.

- Establish Diversity Committee in Q1 of 2020 to meet quarterly and develop policies, strategy and goals
- Create programming designed to help our employers understand the value and path to becoming more inclusive.
- Play a leadership role in altering and dispelling the reputation of Boston's western suburbs as not being diverse and inclusive.
- Governance: Boards and committees that reflect our region and aspirations (ongoing)
- Commit to diverse array of presenters and panelists across all programming.

FUTURE FOCUSED

Remaining relevant and resilient as our economy and technology evolves.

- A workspace that reflects our region's aspirations (move by summer of 2020)
- Deepen our connections to Watertown, Wellesley, Waltham, Brookline and other inner western suburban communities.
- Strong, capable staff that is not overly dependent on any one individual. Create opportunities for professional development and training.
- Evaluate membership trends, dues structures and retention strategies
- Deeper engagement with larger employers that greatly benefit from our efforts in this arena
- Develop new revenue sources.
- Plan for economic uncertainty: Annual stress test our balance sheet as part of annual budget process.

FOUR QUESTIONS FOR OUR FUTURE THAT WE NEED TO ANSWER

1. **Trends:** How is our economy/business community/world evolving and how do we remain relevant?
2. **Fiscal:** Is the membership model going to be obsolete? What should replace it?
3. **Regional:** What do our neighboring communities want and are we able/interested in providing it?
4. **Branding:** Should we change our name to reflect regionalization? What are the risks/ rewards?