



STRATEGIC PLAN

NOVEMBER, 2017

OUR VISION:

UNIFIED PARTNERSHIP FOR SUSTAINABLE
ECONOMIC GROWTH

OUR MISSION:

THE WOOD INDUSTRY COLLABORATIVE WILL
ADVOCATE AND PROMOTE BUSINESS GROWTH
THROUGH ADVANCING EXISTING AND EMERGING
MARKETS IN ORDER TO ENSURE THE SUCCESS OF
NORTHERN WISCONSIN'S LARGEST INDUSTRY.

GOAL 1: MAINTAIN, GROW & REPLACE THE WOOD INDUSTRY WORKFORCE

Objective 1: Establish communication with industry to discuss and explore workforce needs

- Summit - host or participate in
- Work with local economic development partners to assess needs

| Action | Timeframe | Progress |
|---|----------------------|----------|
| Piggyback with another forest products related summit/conference - talk to Henry S. or Jane S. for advice on which event <ul style="list-style-type: none"> • <i>Roger L. will reach out to Henry regarding Sustainable Forestry Conference in April</i> | Early 2018 | |
| Contact conference/summit host to get on agenda <ul style="list-style-type: none"> • <i>Work with hosts from Grow North area to engage in and collaborate in workforce panel at Sustainable Forestry Conference (April 19, 2018)</i> | Early 2018 | |
| Establish/appoint Industry liaison(s) <ul style="list-style-type: none"> • <i>See if someone surfaces during planning phase (Henry S. or Troy B.???)</i> | Early 2018 | |
| Develop discussion/talking points <ul style="list-style-type: none"> • <i>Decide if Wood Industry Collaborative will speak briefly at conference highlighting our efforts</i> | End of February 2018 | |
| Develop form for industry participants to complete to provide information <ul style="list-style-type: none"> • <i>Coordinate with Collin B./DNR/Sustainable Forestry Conference hosts on survey questions, etc.</i> • <i>Develop online survey to include as a URL on media distributed at other conferences such as the GLTPA April Conference, etc.</i> | End of February 2018 | |
| Compile list of industry workforce needs <ul style="list-style-type: none"> • <i>Gather data and feedback from conferences and online survey to compile list</i> | End of July 2018 | |

Objective 2: Address identified needs using local workforce resource system.

- Develop training and programming
- Use workforce resource system to highlight job postings
- Youth outreach and education - inventory what is happening already and potentially expand

| Action | Timeframe | Progress |
|--|---------------------------------|----------|
| Discuss list of needs - constant communication with industry <ul style="list-style-type: none"> • <i>During potential August Wood Industry Collaborative meeting date</i> | August, September, October 2018 | |
| Prioritize/assess use of workforce resources to address | End of October 2018 | |
| Develop solutions and verify with industry liaison(s) | End of 2018 | |
| Coordinate with talent attraction initiatives | End of 2018 | |
| Implement after funding (Fast Forward grants) | Early 2019 | |
| Communicate solutions created back to industry | Ongoing | |
| Revisit and continue process and communication | Annually and ongoing | |

Objective 3: Establish partnerships with K-12

- Create awareness
- Marketing/branding - Banners for schools-job, fast facts, outlook
- NTC Wood Center of Excellence - \$500/yr. scholarship
- Field trips to business or NTC-WCE
- “Fab Lab” funding (2-3 yrs. Out) for sector events
- Nicolet & NTC programs
- Mentoring program (Inspire?)
- Be the convener of K-12 and industry
- Guidance counselor tours, externship

| Action | Timeframe | Progress |
|--|--|----------|
| Contact industry individuals to see who would be interested in presenting to the schools <ul style="list-style-type: none"> • <i>Assess what programs are already in place and develop channels of awareness and communication of efforts (Log-a-Load, industry tours for students, etc.)</i> | Spring 2018 | |
| Contact schools to schedule presentations <ul style="list-style-type: none"> • <i>Inventory who has “wood classes” - connect with Woodworking Career Alliance</i> | Fall 2018 | |
| Present to school districts (6 th and 7 th grade) across regions | End of 2018 | |
| Develop a “Wood Industry Tour” (like Heavy Metal Manufacturing Tour) | Begin planning and create timeline by early 2019 | |
| Look further into Wisconsin Youth Apprenticeship Program and other programs such as: Youth Conservation Corp., Blackwell Job Corp. | Spring 2018 | |

Objective 4: Educate parents

| Action | Timeframe | Progress |
|---|---|--|
| Joint press release on Wood Industry Collaborative | Ongoing as needed | <i>1st release sent to local media outlets in 10/17</i> |
| Use social media, newsletters, leaflets in backpacks in elementary schools/middle schools | Early 2018 | <i>Facebook page for Wood Industry Collaborative developed 12/17</i> |
| Utilize Inspire platform to engage kids and parents - make additional effort to engage wood industry | Fall 2018 into 2019 | |
| Radio interviews/PSA - short and sweet - send to all radio stations in region/Madison/Milwaukee | Fall 2018 into 2019 | |
| TV Marketing (barriers: expensive) - partner with WCFA or GLTPA | Long-term (once branding materials have been developed) | |
| Engage directly with schools: <ul style="list-style-type: none"> ✓ Industry forum in schools ✓ Display booths - one for each EDO - at PTA events and parent/teacher conferences ✓ Log-a-load for kids (GLTPA) ✓ Friday night football or other events | Long-term (once branding materials have been developed) | |

GOAL 2: EXPAND THE COLLABORATIVE & DEVELOP LEGISLATIVE PARTNERSHIPS

Objective 1: Develop comprehensive contact list

| Action | Timeframe | Progress |
|---|---------------------|----------|
| Determine who will be included in the list and what information is required for each contact <ul style="list-style-type: none"> ✓ List of industry contacts by sector ✓ List of contact information for current and potential partners by category (agency, education, industry) by county - could also be used for Inspire deployment ✓ Supply chain ✓ Support and utilize Collin's directory at DNR | Early 2018-mid 2018 | |
| Maintain, update, add to list | Ongoing | |

Objective 2: Develop Legislative Partnerships

| Action | Timeframe | Progress |
|--|------------------------|----------|
| Develop list of legislative stakeholders | Early 2018 | |
| Wood Industry Collaborative serves as ambassador | Ongoing | |
| Educate legislators, agencies, staff on wood industry importance - measure by how many interactions, subscriber list newsletter, point of contacts <ul style="list-style-type: none"> <i>Kelly K.'s office will begin to develop e-newsletter that can be shared with many stakeholders including legislators/industry/key partners/etc.</i> | Early 2018 and Ongoing | |
| Streamline processes while staying sustainable - measure by jobs, wages, yields, housing incomes | Ongoing | |
| Increase federal forest funding - discern how funds are used - increase in program dollars | Ongoing - lobby | |
| Healthy forest management | Ongoing | |
| Make federal forests in Wisconsin stand out | Ongoing | |

GOAL 3: DEVELOP BRANDING AND MARKETING FOR THE WOOD INDUSTRY

Objective 1: Create a brand message

| Action | Timeframe | Progress |
|---|---------------------------------|----------|
| Develop a tagline, logo, materials with clear message <ul style="list-style-type: none"> <i>Identify funding sources to develop at February meeting</i> <i>Identify marketing efforts that can be done without additional funding (i.e. Facebook, etc.)</i> | Early 2018 | |
| Develop a marketing plan - target markets <ul style="list-style-type: none"> ✓ Develop actual media, billboards, radio, trade shows ✓ Canned presentation for WCA, WTA, schools, silent sports groups <ul style="list-style-type: none"> <i>Look into "Prezi" to develop presentation be shared across online platforms and other opportunities</i> | October 2018 | |
| Explore funding options to implement plan - decide which potential funding sources to seek | Research by late 2018 and apply | |

Objective 2: Implement marketing plan

| Action | Timeframe | Progress |
|--|----------------------|----------|
| Distribute media, billboards, radio | Late 2018 | |
| Present to target markets | Late 2018-Early 2019 | |
| Measure, review, tweak - use quantitative (google analytics) | Ongoing | |