



Strategic Plan

2020-2021



Envision

the future!

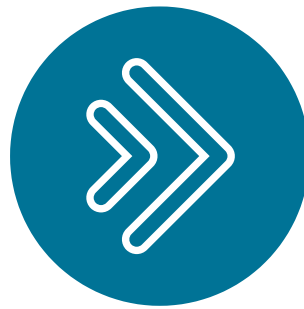
The future is bright. The stage is set for growth, development, and prosperity. Envision Greater Fond du Lac is positioned to do extraordinary things. Through community engagement and concentrated efforts, Envision Greater Fond du Lac will improve economic vibrancy, strengthen community identity, and invest in the next generation. Over the next 2 years, the strategic focus will be on:



Our
Economy



Our
Identity



Next
Generation



Program
Optimization

Strategic Plan

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How we got *here.*

The path to effective strategic directives takes time. Envision Greater Fond du Lac began the journey in summer 2020, undertaking significant research, dialogue, and reflection. The path included a number of steps.

Planning

Assessment

Engagement

Development

Implementation

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Our main *themes.*

This strategic plan is divided into four main themes. Each theme has a number of goals, objectives, and tactics. Tactics are assigned to team members, or groups of team members, who are responsible for completing items.

The strategic plan, although written with specific goals in mind, is a fluid document. As needs of member organizations and county members arise, items may be readjusted to complete tasks.

These themes on the following pages were designed and outlined through the collaborative efforts of Envision Greater Fond du Lac's Board of Directors, staff, and other stakeholders.

In addition to the strategic plan, Envision Greater Fond du Lac reviewed and enhanced the vision and mission; however, the organization remained committed to their set of core values.



Our *vision, mission and core values.*

Vision

To be the regional leader driving greater economic opportunities for all within our thriving and engaged communities.

Mission

We bring stakeholders together to pursue opportunities that improve economic vibrancy, strengthen community identity, and invest in the next generation.

Core Values

- Collaboration
- Courage
- Transparency
- Grit
- Steadfast Optimism
- Ownership

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Our *Economy.*

Goal - Focus on development of small/mid-size businesses

Strategy Increase awareness and utilization of Envision Greater Fond du Lac resources for small and mid-size businesses.

How? Through business retention and expansion visits, business intelligence services and county-wide broadband mapping by the end of 2021.

Strategy Support start up businesses and create an entrepreneurship ecosystem by leveraging the IGNITE network.

How? By engaging with entrepreneurs from start to finish with a business plan, financial plan, product development, and eventually launching the business.



Our *Identity.*

Goal - Enhance Fond du Lac County's community identity and distinct sense of place

Strategy

Support the successful execution of the Lakeside Park Alternative Master Plan.

How?

Through stakeholder and member engagement, we have learned this project is the tipping point for the future of Fond du Lac, where a relatively small project can lead to epic changes.

Strategy

Better integrate new community members.

How?

Through a rebrand of the FDLWorks, employers can recruit individuals to the area through a comprehensive website tailored to employees. Also, by leading a Diversity, Equity, and Inclusion Taskforce, coordinating efforts throughout the County, we can better reflect the future of our community.



Next Generation.

Goal - Attract, retain, and invest in Fond du Lac's next generation

Strategy Drive greater awareness for youth of opportunities within Fond du Lac County.

How? By identifying our greatest talent needs within the County, we can better match youth to existing careers by engaging with school districts, higher education and employers.

Strategy Increase the number of young adults moving back to Fond du Lac County.

How? By exposing post-secondary students to opportunities that already exist through higher education, Young Professionals of Fond du Lac (YPF), and special interest groups.



Program *Optimization.*

Goal - Program Optimization

Strategy Align resources to optimize dollars and staff to support.

How? Through a program evaluation, we will determine that we are doing the events and programs that align with our strategic plan and move the needle. Communicating our focus and goals will be key to our success.



Our *Team*

Having the right people in the right roles makes Envision Greater Fond du Lac a high-performing team. Taking the time to do an inventory of the skills and knowledge of each team member allowed Envision Greater Fond du Lac to reposition some team members, as well as add new team members, during the calendar year 2020.

The team at Envision Greater Fond du Lac is driven by mission and guided by vision. The team works together to achieve goals and provide opportunity for members to thrive.

We invite you to meet our entire team on the following page.



Sadie Parafiniuk
President/CEO

Meet our *Team.*



James Cleveland
Vice President of
Economic Development



Joe Becker
Executive Director,
FDL County Capital Resources



Rodney Derzon
Accounting Specialist



Bernadette Ericksen
Director of Business
Client Services



Debbie Froh
Senior Executive
Assistant



Elle Henne
Director of Business
Intelligence



Anna Huck
Asst. Director of Membership
Engagement/Dir,
Leadership FDL



Tammy Krug-Pickart
Youth Apprenticeship
Program Coordinator



Lisa McArthur
Director of Economic &
Workforce Outreach



Tracy Qualmann
Director of Marketing
and Communication



Amy Ries
Director of
Agricultural Programs



Sarah Spang
Director of Small Business
and Entrepreneurship



Alyssa Stephany
Front Desk Administrator



Jennifer Thomas
Director of Finance & Operations



Joe Venhuizen
Director of Membership
and Programs



Bre Zoch
Asst Director of Agricultural
Programs/Director of Young
Professionals of FDL