



Strategic Plan

2022-2025



Envision

the future!

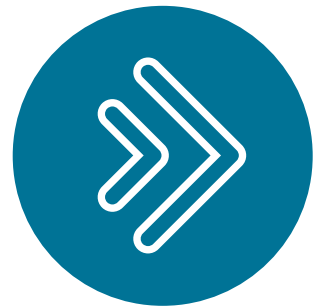
We are committed to telling the story of Fond du Lac. A story focused on a positive community identity, vibrant economic foundation, and endless possibilities. Over the next 3 years, our strategic focus will be on:



Our
Economy



Our
Identity



Our Next
Generation

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How we got *here.*

The path to effective strategic directives takes time. Envision Greater Fond du Lac continued the journey that began in the summer of 2020, where the first 18-month strategic plan was born. Building on that foundation, the Board of Directors and team constructed a three-year plan. This plan is deliberate and encompasses a broad number of objectives to strengthen the county through purposeful action.

Planning

Assessment

Engagement

Development

Implementation

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Our main *themes.*

This strategic plan is divided into three 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, team, and other stakeholders.

In the last strategic plan, Envision Greater Fond du Lac reviewed and enhanced the vision and mission. The organization remains committed to those, as well as the organizational 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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Goal - Focus on development of small/mid-size businesses

Strategy Convene and lead stakeholders to build the necessary infrastructure for attraction and retention of employees.

How? Through innovative programming and brand building exercises to position Fond du Lac County as a premier employment epicenter.

Strategy Deepen relationships with existing stakeholders.

How? By working in tandem with stakeholders to heighten awareness of programs and assets.

Strategy Expand overall number of stakeholders in Fond du Lac County and surrounding areas.

How? Grow membership through strategic partnerships.



Our *Identity.*

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

Strategy

Improve our identity and perception in Fond du Lac County.

How?

Work to reposition the county as a great place to work, live, and play through resident engagement and perception-building initiatives.

Strategy

Leverage networks to identify actionable items that improve quality-of-life, leading to attraction and retention of talent.

How?

By convening partners and key stakeholders to assist in garnering resources to build essential infrastructure.



Next Generation.

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

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

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

Strategy Increase talent levels to fill quality jobs

How? By working in partnership with post-secondary institutions, regional partners, and businesses to address regional talent needs.

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Our *Team.*

Having the right people in the right roles makes Envision Greater Fond du Lac a high-performing team. Upon completion of the first strategic plan, it became apparent we had some talent and skills gaps. Identifying what those were allowed the team to evaluate those needs and add to the team. These new team members will allow Envision Greater Fond du Lac to cover more territory and add more value to our members.

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 Vander Velde
President/CEO

Meet our team.



James Cleveland
Vice President of
Economic Development



Joe Becker
Executive Director,
FDL County Capital Resources



Rodney Derzon
Accounting Specialist



Aubriana Donahue
Administrative
Assistant



Bernadette Ericksen
Director of Business
Client Services



Debbie Froh
Senior Executive
Assistant



Anna Huck
Events Specialist



Raina Jeffery
Director of Small Business
and Entrepreneurship



Lisa McArthur
Director of Economic &
Workforce Outreach



Tracy Qualmann
Senior Director of
Marketing &
Communication



Amy Ries
Director of
Agricultural Programs



Jackie Robinson
Agricultural
Ambassador



Jillian Saiberlich
Membership Coordinator



Tammy Thornton
Marketing Coordinator



Sarah Van Buren
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