



# 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.

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## 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.



Lisa McArthur  
Vice President,  
Economic Development



Joe Venhuizen  
Vice President, Membership  
& Resource Development



Tracy Adams  
Bookkeeper



Bernadette Ericksen  
Workforce  
Programming Specialist



Anna Huck  
Events Specialist



Raina Jeffery  
Director of Small Business  
and Entrepreneurship



Michelle Muche  
Executive Assistant/  
Office Manager



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  
Director of  
Business Intelligence



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