



Strategic Plan 2022-2025



Envision

the future!

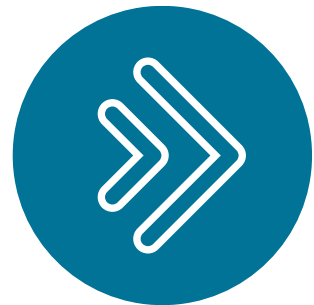
We are committed to telling the story of Fond du Lac. A story focused on a positive community identity, vibrant economic foundation, and endless possibilities. Over the next 3 years, our strategic focus will be on:



Our
Economy



Our
Identity



Our Next
Generation

Strategic Plan
2022-2025



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



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 December 2023, the Envision Greater Fond du Lac Board of Directors completed a refresh of the 3-year strategic plan and made some updates which you will read on the following pages. The Board remains committed to the overall goals of the plan including economy, identity, and next generation.



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



Our *Economy.*

Goal - Champion regional economic growth.

Strategy

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

How?

Through advocacy efforts, data, and research support on hot topics like housing and child care.

Strategy

Execute programs for stakeholders to leverage and/or utilize when attracting, retaining, and developing their workforce.

How?

By working in tandem with stakeholders to heighten awareness of Envision's programs and assets.

Strategy

Deepen relationships with public partners and existing private stakeholders.

How?

Grow membership through strategic partnerships.

Strategy

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

How?

Grow and expand membership through innovative tactics.



Our *Identity.*

Goal - Tell the story of Envision Greater Fond du Lac and Fond du Lac County's quality of life and amenities.

Strategy Improve the perception in Fond du Lac County.

How? Through private and public sector partnerships to foster intentional community culture.

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

Strategy Drive greater awareness of Envision Greater Fond du Lac within the community.

How? Through an educational campaign to better tell our story, impact, and capabilities in order to serve our community.



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.



Sadie Howell
President/CEO

Meet our team.



Lisa McArthur
Vice President
Economic Development



Joe Venhuizen
Vice President, Membership
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Tracy Adams
Bookkeeper



Anna Huck
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Raina Jeffery
Director of Small Business
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