

Brockville Young Professionals Network

Strategic Planning 2020-2024

Background

In 2010, the Brockville & District Chamber of Commerce launched a “Future Leaders” membership initiative. This initiative was intended to get young business owners and professionals more engaged in the community by offering Chamber memberships at a reduced rate. From this, the Brockville Young Professionals Network was born!

Since 2010, the YPN membership has grown to over 500 young professionals in the Brockville & surrounding area. The intent of the YPN is to foster connectivity; develop and grow membership through networking events; provide opportunities for professional development; and advocate for what matters most to young professionals in the area.

YPN Strategic Planning (2020-2024)

The goal of the 2020-2024 Strategic Planning session was to reflect on the past, discuss our vision for the future, and strategize how current leadership can bridge this gap. To prepare for this session, current executive members reviewed the previous strategic plan and reflected on events held over the recent years.

The YPN 2020-2024 Strategic Planning session was facilitated by the President of the Brockville Chamber of Commerce (Keeley Patterson) and the Manager of the Leeds Grenville Small Business Enterprise Centre (Wendy Onstein). The strategic planning session was facilitated at City Hall in the Leeds Grenville SBEC on November 16th, 2019.

Reflecting on 2019

Good – The executive was impressed with how well the Top 40 under 40 event was received by the Brockville community. Similar emotions were felt about the Amazing Chase event as well as the financial literacy and first time homebuyer workshops.

Bad – There was a fair bit of turnover within the executive, which created continuity issues due to a lack of member overlap. This highlighted our need for a better onboarding process for new executive members. Experiences in 2019 also indicated that our current process for building our executive team needs to be more rigorous so that we can attract and retain the best candidates.

Goal the future – Work to ensure the YPN is a sustainable entity that will continue to create value for the young professional community into the future.

YPN Strategic Plan

2020-2024

MISSION

Connect our members with the business community
Develop opportunities for professional growth
Promote visibility of Young Professionals in the community
Advocate for the interests of our membership

VISION

*We are the leading networking organization for Young Professionals in
Leeds Grenville*

VALUES

Diverse, Inclusive, Fun, Resourceful, Progressive

Strategic Priorities

We have four strategic priority pillars, each one representing a different mission statement. Below, we have outlined specific action items that are aligned with each pillar. Each action item specifies a current board member that is most responsible as well as a projected timeline for completion.

Connect

- Connect with local businesses
- Ensure YPN is sustainable...
- Grow executive team
- Grow current membership

Develop

- Develop professional, social and physical skills of membership by hosting events

Promote

- Promote YPN and its members using social media and other platforms

Advocate

- Advocate on behalf of YPN membership

Action Items

CONNECT

<i>Action</i>	<i>Responsible</i>	<i>Timeline</i>
1. Create sponsorship package	Carrie + Michelle	Q1 2020
a. Approach local businesses (Goal: 4-6 new partners)	All Executive	Q2 2020
2. Create membership package	Carrie + Michelle + Melissa	Q2 2020
a. Survey current membership to gauge interest	Michelle and Melissa	Q2 2020
b. Actively recruit new members	All Executive	Q2 - Q3 2020
3. Create budget for 2020	Carrie + Craig	Q1 2020
4. Recruit new directors		
a. Update application	Craig and Michelle	Q1 2020
b. Post application and select candidates	All Executive	Q1 2020
5. Create mentorship program to connect YPs to community leaders	TBD	TBD

DEVELOP

<i>Action</i>	<i>Responsible</i>	<i>Timeline</i>
6. Host professional development or life skills workshops		
a. Etiquette	TBD, All Executive	One event per quarter, ongoing
b. Home buyers		
c. Finance		
d. Leadership		
e. First Aid		
f. Mental health		

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7. Organize social events		
a. Trivia Night(s)		
b. Pub Crawl		
c. 40 Under 40	TBD, All Executive	One event per quarter
d. Amazing Chase		(Trivia monthly, coffee dates
e. Coffee dates		as needed), ongoing
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8. Create YP-centred healthy living activities		
a. Hiking		
b. Skating	TBD, All Executive	One event per quarter,
c. Skiing		ongoing
d. Paintball		
e. High Ropes		
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PROMOTE

<i>Action</i>	<i>Responsible</i>	<i>Timeline</i>
9. Update YPN Website	Craig	Q1 2020
10. Create and maintain Instagram account	Jordan	Q4 2019 and ongoing
11. Develop relationships with media partners		
a. Logo design - Ignite?	Carrie	Q2 2020
b. Snap'd marketing calendar		
12. Post about YPs on social media platforms (with permission)	Jordan	Q1 2020 and ongoing
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Advocate

<i>Action</i>	<i>Responsible</i>	<i>Timeline</i>
13. Represent YPN on Chamber of Commerce Advocacy Committee	Michelle	Ongoing
14. Create survey for membership, determine key issues (see also 2a)	Michelle + Melissa	Q2 2020
15. Participate in political debates at all levels of government	All Executive / Membership	Ongoing
16. Become members of YPNO		
a. Create terms of reference for executive / YPN	Craig + Carrie	TBD