



5-YEAR STRATEGIC PLAN

2008-2013

Adopted on June 3, 2008

VISION: Minnesota is to be the recognized world leader in precision manufacturing and related technologies.

MISSION: To drive success in Minnesota precision manufacturing.

GOAL #1: Support workforce development initiatives consistent with demands of industry (*measured by number of unfilled positions for industry*)

- Obj 1: Support increased enrollment in technical colleges and customized training programs through marketing efforts
- Obj 2: Serve as an industry advisor to technical colleges and customized training programs as they develop curriculum for their programs
- Obj 3: Serve as a resource for training incumbent workers

GOAL #2: Support measurable Industry Expansion (metric to be determined).

- Obj 1: Facilitate opportunities for members to learn about and engage in new/different industries for their businesses (e.g. wind, biofuel, etc.)
- Obj 2: Facilitate opportunities for members to engage in new business opportunities in additional geographic markets (e.g. Europe, Asia, southern U.S., etc)
- Obj 3: Educate members on emerging technologies

GOAL #3: Drive efforts to increase awareness of manufacturing industry.

- Obj 1: Increase awareness of manufacturing industry to:
 - a. Government
 - b. Educators/ Counselors
 - c. Community
- Obj 2: Work with local media to increase coverage of manufacturing industry

GOAL #4: Increase marketing and branding efforts of the Association.

- Obj 1: Develop marketing/branding plan for Association
- Obj 2: Serve as point of contact for media for manufacturing issues in Minnesota
- Obj 3: Increase membership by 10% annually