

# OHIO CATTLEMEN'S ASSOCIATION 2017-2020 STRATEGIC PLAN

**VISION: MAINTAIN PROFITABILITY AND GROWTH OF OHIO'S BEEF INDUSTRY**

**MISSION: MEMBER FOCUSED AND ISSUE DRIVEN TO REPRESENT THE BUSINESS INTERESTS AND WAY OF LIFE IMPORTANT TO OHIO'S CATTLE FAMILIES.**

## ADVOCACY/REPRESENTATION

*Serving as the voice of Ohio's beef industry to advance the interests of our members in areas important for a profitable and growing beef community, by:*

- Encouraging member engagement in the regulatory and legislative process and increase association lobbying efforts
- Seeking new allies through relationship building with like-minded organizations
- Influencing and monitoring state and federal legislation and regulations and identifying priority issues
- Demonstrating value to members regarding advocacy efforts

## COMMUNICATION/INFORMATION

*Serving as the respected authority and "go to" place for information regarding the beef industry, by:*

- Cultivating media relations and maintaining a readiness to respond to crisis
- Providing focused member communications
- Developing and educating future leaders, members and Board of Directors
- Speaking for the Beef industry in Ohio

## MEMBERSHIP & YOUTH DEVELOPMENT

*Creating a growing membership organization through strong programs for recruitment and retention with preferred member benefits and youth opportunities, by:*

- Increasing grassroots policy input
- Developing retention plans to keep loyal engaged members
- Implementing recruitment plans to gain new members
- Coordinating ongoing youth development programs
- Focusing efforts on engaging young producers to bridge youth programs into OCA
- Creating education programs for members
- Cooperating with educational entities to facilitate professional and industry enhancement opportunities

## SUSTAINABILITY

*Preserving opportunities for future generations with the highest integrity, by:*

- Maintaining a commitment to family and community
- Maintaining and improving land and environment
- Promoting food safety
- Fostering livestock welfare
- Promoting the responsible use of technologies to maximize industry efficiencies
- Developing decisions based on sound science and research
- Promoting economic viability

## ORGANIZATIONAL EFFECTIVENESS

*Combining the financial, volunteer and staff resources to effectively deliver on OCA's mission, by:*

- Aligning talents and skills of professional staff with the strategic priorities of the association
- Maintaining financial integrity and stewardship
- Utilizing technology to maximize efficiency in management and governance
- Developing opportunities for staff professional development

## OHIO CATTLEMEN'S FOUNDATION

*501 (c) (3) non-profit, public charity advancing the future of Ohio's beef industry*

*Donations support industry educational programs, leadership development efforts, and scholarships for beef industry youth*

- Developing expanded marketing for Foundation donors
- Coordinating Foundation fundraising events
- Increasing beef license plate sales
- Growing leadership development programs for next generation

MEMBER FOCUSED. ISSUE DRIVEN.

