



Goals and Objectives 2021

CMMA MISSION: Central Minnesota Manufacturers Association exists for the primary purpose of contributing to the growth and celebrating the success of manufacturers.

GOAL 1. Increase manufacturing membership and meeting attendance

- Obj. 1.1 Increase membership 6% (207 to 220), with a Membership Dues revenue goal of \$51,500.
 - Obj. 1.2 Regarding paid memberships, achieve a ratio of 50% manufacturers.
 - Obj. 1.3 Achieve a member retention rate of 95%.
 - Obj. 1.4 All board members recruit a minimum of one new manufacturing member in 2021.
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GOAL 2. Diversify revenue sources

- Obj. 2.1 Identify a new source of revenue (partnership, grant) in 2021.
 - Obj. 2.2 Conduct a fundraising drive in support of the CMMA Foundation.
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GOAL 3. Impact the manufacturing workforce

- Obj. 3.1 K-12 Navigator utilization goal: 40 manufacturers and 10 schools.
 - Obj. 3.2 Host a second Manufacturing CTE Jamboree.
 - Obj. 3.3 Promote manufacturing careers to those with cross-over skills from a prior career.
 - Obj. 3.4 Support manufacturers interested in diversifying their workforce.
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GOAL 4. Improve legislative advocacy within the manufacturing community

- Obj. 4.1 Continue to encourage and develop relationships with legislators and to collaborate with the Minnesota Manufacturers Coalition.
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GOAL 5. Celebrate Manufacturing Success

- Obj. 5.1 Celebrate the success of CMMA, CMMA people/volunteers, CMMA companies, and/or manufacturing at large in the region.