

Tri-State Manufacturers Association

Priorities and Goals 2021

TSMA MISSION: *Tri-State Manufacturers Association assists manufacturing related companies by providing advocacy, education, networking, and programs to enhance the success of members and their communities.*

PRIORITY 1. MEMBERSHIP

Enhance membership, participation, and engagement.

Goal 1.1 Increase manufacturing membership by 7 companies in 2021 (up from 78 in 2020).

Goal 1.2 Achieve a membership retention rate of 95% in 2021.

PRIORITY 2. WORKFORCE

Increase the number of people interested in careers in manufacturing.

Goal 2.1 Facilitate Manufacturing Career Dream Team activity with K-12 students.

Goal 2.2 Host two Emerging Leaders events, with a goal to help at least five members evaluate and improve employee engagement/retention tactics.

PRIORITY 3. PARTNERSHIPS

Increase TSMA's effectiveness by having the right conversation with the right people.

Goal 3.1 Meet with Alexandria Area Chamber of Commerce/Alexandria Area EDC.

Goal 3.2 Meet with Fergus Falls Area Chamber of Commerce/Greater Fergus Falls.

PRIORITY 4. FINANCIAL

Continue to explore options to reduce expenses and increase revenue.

Goal 4.1 Secure \$59,000 in funding to employ TSMA Outreach Specialist/Dream Team coordinator.