



OnePlan

2015 Program of Work for OneAcadia



OnePlan: 2015 Program of Work

Executive Summary

OneAcadia Vision:

A healthy environment for progressive economic growth

OneAcadia Mission:

OneAcadia promotes and fosters an environment in Acadia Parish that attracts, supports, and retains private sector jobs; spurs economic vitality; and improves overall quality of life.

OneAcadia Values:

- **Advocacy:** Advocate for Acadia Parish businesses with government, with partner organizations and with the public.
- **Collaboration:** Develop broad partnerships and relationships with public sector leaders, other organizations and the region's residents.
- **Solution focus:** Develop solutions for regional issues impacting business and private sector job development.
- **Member diversity:** Membership will reflect the broad diversity of Acadia Parish businesses and business people, large and small, and its board leadership and programs will be representative of that diversity.
- **Integrity:** Conduct business in a manner that is honest and forthright at all times.

OneAcadia's Priorities

- Economic Development
- Education
- Business Advocacy
- Public Safety

OneAcadia is a proactive, forward-thinking business alliance that fulfills its mission and brings about progressive growth for Acadia Parish. As a member-driven organization, OneAcadia depends on its partners who share the vision of a vital region that both attracts and retains industry and talent. OneAcadia

is focused on high quality of life and a safe environment. Additionally, residents who are educated and employable will have a remarkable effect on the future of Acadia Parish. Partners can directly impact the climate and culture of businesses and families here at home.

Economic Development

OneAcadia is the economic development body of the parish recognizing that other component issues directly impact the economic vitality of the region. A proactive approach to seeking new industry as well as enhancing existing enterprise will be a central focus of the organization. Working with parish officials on infrastructure upgrades necessary to support commerce is an essential aspect to this plan. Additionally, OneAcadia will collaborate with other regional economic development organizations to achieve business development goals.

Education

OneAcadia endeavors to bring together leaders in the education arena to create a unified system of education that improves graduation rates and an enhanced workforce. Additionally, OneAcadia will provide information and educational opportunities for its members to enrich their own businesses.

Business Advocacy

OneAcadia, with regional like-minded partners, will support a legislative agenda and special events that are meaningful to its goals. Additionally, OneAcadia aims to identify programs and resources that help to streamline information and processes necessary to conduct business in the region.

Public Safety

OneAcadia will create an environment for cooperation among the agencies, residents and business community by partnering with local law enforcement and bringing together its leaders for meaningful dialogue. OneAcadia will provide the forum for identifying, analyzing, and providing suggested solutions for the challenges and opportunities concerning the quality of life for Acadia Parish residents.



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	Objective	Measurement	Progress
Strategic Planning	<ul style="list-style-type: none"> Ensure that the programs in place meet the needs and desires of the OneAcadia membership 	<ul style="list-style-type: none"> Hold annual Planning Meeting to establish goals and priorities for the year 	
Marketing and Attraction	<ul style="list-style-type: none"> Industry-based marketing: Seek out opportunities and events to market Acadia Parish to target industry groups, including industry meetings, tradeshows, advertising, etc. Branding: Establish and maintain branding standards and consistency of message for all internal and external communications Media and Community Outreach: Inform member, media and the community of OneAcadia's efforts and contributions to the community through new releases, social media, special events, etc. 	<ul style="list-style-type: none"> Compile and maintain resource information for each target industry sector Participate in tradeshows and events with AED or other allies when possible Develop marketing materials for target industries Develop and maintain a website promoting One Acadia; Maintain social media presence Issue 6 e-newsletters Issue 8 media/press releases Host 2 CEO Roundtable Meetings Maintain and publish Membership Directory Host 2 Special Training/Resource workshops for members 	
Business Retention & Expansion	<ul style="list-style-type: none"> Business Visitation Program: Facilitate meetings between company leaders and Acadiana Economic Development to discuss services, challenges and opportunities 	<ul style="list-style-type: none"> Promote Business Visitation Program at events and through member communication Facilitate 2 meetings between Acadia Parish companies and AED 	



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Workforce Development	<ul style="list-style-type: none"> • Workforce Development: Provide oversight and guidance for programming for workshops, seminars and special educational and training events • K-12 Education: Work with the local school system to address completion rates and demand-driven vocational training • Post-secondary Education: Encourage partnership between post-secondary institutions, local school boards and the business community 	<ul style="list-style-type: none"> • Promote state workforce development training programs available to business on website, at events and through member communication • Promote established workforce development programs to membership (e.g. Career Connections, LEDA Job Fair, LEDA Workforce Seminar, etc.) • Host an education forum with the local school system, community and business leaders to discuss key education concerns in the parish 	
Real Estate Development & Reuse	<ul style="list-style-type: none"> • Work with city and parish officials to increase infrastructure capacity in the parish • Shovel-ready and certified sites • Frontage roads • Work with Acadiana Economic Development to maintain a database of building and sites buildings in the parish 	<ul style="list-style-type: none"> • Monitor status of frontage road development in Crowley; Assist city, DOTD and developer as needed • Work with AED to identify available building and sites • Assist as needed with data collection for building and sites • Host event with commercial real estate agents • Utilize LACDB or other real estate websites to track available properties 	



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Community Development/Public Policy	<ul style="list-style-type: none"> Consider public policy and political issues that impact the business climate of the region. Work with law enforcement officials to move crime out of the parish Work with local governments to establish uniform permitting and zoning 	<ul style="list-style-type: none"> Attend police jury meetings Partner with regional organizations on legislative issues; Review legislation share with membership Publish permitting/licensing information for municipalities Collect parish-wide data on the impact of crime via survey Host 3 OneBreakfast events Publish list of public safety agencies and programs Promote Crimestoppers Line to membership Facilitate Interagency Planning Team event between parish and municipal leaders 	
Entrepreneurial Development	<ul style="list-style-type: none"> New Business Development or Expansion: Become familiar with the resources available to small companies looking to open or spin-off of an existing company 	<ul style="list-style-type: none"> Work with the Opportunity Machine to promote established Pitch Night events to OneAcadia members Host Pitch Night preparation seminar with the OM 	
Organizational Management	<ul style="list-style-type: none"> Manage administrative functions for efficient and effective work flow in the organization Forge relationships with regional Chambers, EDOs, etc. to strengthen OneAcadia's effectiveness and community impact 	<ul style="list-style-type: none"> Hold monthly Board Meetings Hold OneCommittee meetings Establish and maintain annual budget Seek out new sources of funding such as grants Maintain 75% of current membership numbers; Recruit 25 new members Attend 4 regional events Secure 3 regional guest speakers for OneAcadia events 	