

Business Plan Summary 2018-2019

Mission	Our Misson is to champion our member businesses and implement comprehensive strategy to promote regional economic growth.
Vision	Our Vision is to be the leading advocate and resource for international business that provides a culturally diverse forum for organizations, business leaders, and communities. We promote a rich, vibrant, and progressive international environment for business development in our region.
Goal I	To create a network of local international companies to support and be resources to one another.
Strategies	Strategy 1: Develop better programming by booking value addedspeakers and cultural events in our meetings.
	Strategy 2: Increase visibility and awareness of IBC
	Strategy 3: Identify the value we add to our business members and select speakers to best suit those interests.
Tactics for Strategy 1:	 Plan an activity to be held the first Wednesday of each month with the aim of having a program activity on even months and a non-traditionsal activity or mixer on the odd months. (actual meeting times and monthly rotation of meeting times/mixers will be on an ad hoc basis based upon availability of speakers)
Tactics for Strategy 2:	 Promote each Board Member on social media by providing a short bio. Promote any event that a Board Member attends that has an international focus. Promote any volunteer activity that a Board Member participates in throughout the community. Develop the 8th year anniversary campaign to include prior IBC Presidents' support.

	Support/partner with other councils and organizations that support
	international business objectives.
	• Meetings should be planned at least 90 days in advance to provide for proper
	promotion.
	• Designate a program committee until we can obtain a VP of Programming.
	Advisory Board Member Lulu Copeland could lead the effort.
Tactics for	
Strategy 3:	
	Send members a short survey after our meeting to obtain feedback as to what
	programs they would like to see. It could be part of a thank you email.
	 Increase social media awareness of vision and goals of the IBC.
	• Implement a business of the month incentive for non-member businesses at
	meetings.
	Highlight success stories of our Board and member businesses on social
	media.
Goal II	Develop greater collaboration with the International Business education programs in
	Chattanooga schools.
Strategies	Strategy 1: Develop networking opportunities for stududents to meet with
	international companies in the Chattanooga area by incorporating a VP of Education
	from a major local university to join our Board.
	Strategy 2 : Support international business programs, research, and study abroad.
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Tactics for	Provide a student rate for meeting attendance.
Strategy 1:	Create the Intl Student of the Year Scholarship Award
	Provide an educational piece on engaging in international business during our
	general meetings
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Strategy 2:	
	Promote the IB programs, International Scholars, Global Studies, exchange
	programs, etc.
	Explore an international trip with a local major university
	Develop activities aimed at connecting students and international companies
	through the career services department at universities.
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