

# THE PROCESS

The Strategic Plan over the next 3 years emphasizes attention by Board, Teams and Staff to measure program and activity accomplishments through the following...

- Focusing on the Team purpose and audiences to determine if program/activity "fits" into the Team's area of focus.
- Using established benchmarks and objectives to evaluate against as the Team determines the program/activity success.
- Using data received through various collection tools that can be used for program/activity evaluation, future marketing and member profiles.
- Maintaining and tracking data in a consistent format and maintained in iMIS for developing a member profile.

## We want to be known for the following attributes...

- Accessible
- Friendly
- Professional
- Established
- Quality Product Provider



# COOK COUNTY FARM BUREAU STRATEGIC PLAN

2019-2021



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# BIG PICTURE

The Strategic Plan is designed to serve as a guide for Board, Teams and Staff over a 3 year period from 2019-2021 and includes a desire to continue the 2016-2018 plan which targeted programming purpose, established benchmarks and emphasized evaluation of focus and activities against objectives.

The Board recognizes that the organization has limited funding, people and time and seeks to be prudent with use of available resources.

## STRATEGIC VOLUNTEER MANAGEMENT

*A Board Sub Committee will develop and action plan...*

In year one, a comprehensive volunteer management plan will be developed that includes planning, policies, recruitment, placement, training, supervision, evaluation and recognition. Implementation of the plan will follow upon Board approval.

The Board Sub Committee will also review the current team meeting format and identify potential improvements to the Board.

## MISSION STATEMENT

*"To serve all our members of the Cook County Farm Bureau® with meaningful and beneficial programs that reflect our agricultural heritage"*

## VISION STATEMENT

*"Our vision is a future in which the people of Cook County recognize and value the importance and necessity of agriculture and agri-industry in our region."*



# TEAMS

## COMMODITIES/MARKETING TEAM

### **Primary Purpose**

To help Farmer Members succeed financially in Cook County.

### **Primary Audience**

Farmers and PM Members

## GOVERNMENTAL AFFAIRS TEAM

### **Primary Purpose**

To engage and influence elected local, state and national officials.

### **Primary Audience**

All Members (A, MM & PM)

## MEMBER RELATIONS TEAM

### **Primary Purpose**

To recruit and retain Members through an increase in membership benefits/services.

### **Primary Audience**

All Members (A, MM & PM)

## PUBLIC RELATIONS TEAM

### **Primary Purpose**

To improve the image of farmers through public outreach activities.

### **Primary Audience**

Primary purchasers of household food, products/general public

## AG LITERACY TEAM

### **Primary Purpose**

To teach students and teachers about farmers and agriculture in primary school, middle school and high school.

### **Primary Audience**

Primary school (K-5th) students/teachers Middle school (6th-8th) students/teachers High school (9th-12th) students/teachers

## MEMBERSHIP RECRUITMENT AND RETENTION IS AN ASPECT OF EACH TEAM.

Each Board Member, Team Member, and Staff Member should understand the basic membership guidelines, dues rates, benefits and services offered, etc. Each program and activity should be constructed and developed to encourage members to join Cook County Farm Bureau®, provide members an economic advantage, and to communicate to participants the value and importance of membership in the Cook County Farm Bureau®.

