

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

2022-2024



COOK COUNTY FARM BUREAU STRATEGIC PLAN

2022-2024

Cook County Farm Bureau
6438 Joliet Road
Countryside IL 60525

708.354.3276

Email: ccfb@cookcfb.org
Website: www.cookcfb.org

www.cookcfb.org

BIG PICTURE

The Strategic Plan is designed to serve as a guide for Board, Teams and Staff over a 3 year period from 2022-2024 and includes a desire to continue the 2016-2021 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.

ORGANIZATIONAL GOALS

Recruit and retain all types of voting (M & PM) and associate members to reverse the net loss trend of membership within the organization through regular contact, engagement, enhanced communications, broadened appeal, and delivery of membership benefits and services.

Increase farm income opportunities for all farmers and farm related businesses, traditional and specialty, in the Cook County area.

Represent the farmer and farmland owner interests through Farm Bureau policy at the local, regional, state and national government level and communicate policies and issues to members.

Seek to build trust and knowledge with consumers, educators, and students through farm and food facts, information, public relations activities, charitable support and ag literacy educational efforts.

Renew and maintain relationship building efforts with County and other local elected officials and offices.

Focus on farmer/member mental health awareness (added June 8, 2022)

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®.

