

IBA Strategic Plan

subject to yearly approval at the IBA Annual Meeting

Policy Mission: To serve our members and promote the viability of the beef industry in Illinois

Checkoff Mission: To build demand for beef through education, communication and marketing

3 Strategic Areas to Accomplish IBA's Policy & Checkoff Missions

#1 Internal Structure & Operations

Leveraging IBA's Volunteer Leaders

Financial Resources

Staff Resources

#2 Engaging Industry Stakeholders

3 Year Membership Goals

Member Service & Communications

**Engaging other Groups and Segments
Within the Illinois Beef Industry**

#3 Representing the Illinois Beef Industry

**Communicating with
Beef Producers**

**Communicating with
Non-Beef Producers**

**Communicating
with the Media**

2 Mission Statements → 3 Strategic Areas → Goals → Tactics

Strategic Area #1 – Internal Structure & Operations (Equal balance Checkoff/Policy)

Volunteer, staff, and financial resources are vital for IBA to remain an effective organization.

A. Leverage IBA's volunteer leaders to represent IBA and serve as a conduit to keep cattlemen informed about state and national programs. C/P

1. Utilize IBA's membership database to deliver reports to IBA's Board of Governors and affiliate leaders
2. Involve IBA's incoming Checkoff Division Directors in annual NCBA Federation orientation workshops
3. Provide regular program updates to IBA's Board of Governors on Policy, Checkoff, and Shared activities
4. Organize and work through a five member panel of Policy Directors to distribute IBA's PAC funds
5. Send regular print and electronic communications to IBA affiliate leaders about association programs
6. Send one young leader from the state's beef industry to represent Illinois at the annual NCBA YCC program
7. Support leaders in Illinois seeking leadership roles in national beef industry organizations

B. Ensure IBA possesses adequate resources to carry out its program of work. C/P

1. Pursue additional revenue for IBA's Checkoff & Policy divisions to expand program offerings
2. Pursue additional scholarship dollars to make available to youth within Illinois' beef industry
3. Establish and maintain 6-month operating expenses in Checkoff Savings as Checkoff expenses grow
4. Establish and maintain 6-month operating expenses in Policy Savings as Policy expenses grow

C. Ensure IBA possesses quality staff to carry out its program of work. C/P

1. Provide professional development and educational opportunities for IBA staff
2. Provide resources for recruiting & retaining a high quality staff for the association

Strategic Area #2 – Engaging Industry Stakeholders (Heavier weight on Policy than Checkoff)

Strong relationships with partners along the beef chain must be maintained and enhanced for the benefit of IBA.

A. 3 Year Membership Goals P

1. Pursue five percent annual membership growth to achieve 2,200 members by 2017
2. Pursue annual membership revenue growth to exceed \$200,000 by 2017

B. Member Service & Communications C/P

1. Serve as a resource to help local affiliates grow their activities and membership
2. Expand young producer involvement through the Young Beef Leaders Training Program
3. Expand junior involvement through offerings from the Illinois Junior Beef Association
4. Aid the work of other beef industry groups in Illinois for the betterment of the beef industry
5. Use Policy funds to add affiliates in counties with no functioning affiliate for the purpose of increasing participation and membership in the association **new addition in 2015*

C. Engaging other Groups and Segments Within the Illinois Agriculture Industry C/P

1. Grow IBA's impact and involvement with the Illinois Farm Families coalition
2. Provide opportunities for other beef industry groups to grow their participation in IBA activities
3. Organize IBA's Policy Directors to make structured input to the Illinois Ag Legislative Roundtable

Strategic Area #3 – Representing the Illinois Beef Industry (Heavier weight on Checkoff than Policy)

As an association it is important to be established as the "go to" place for information regarding all aspects of the beef industry from farm to fork.

A. Communicating with Beef Producers C/P

1. Continue to develop IBA's *Illinois Beef* magazine targeted at IBA and IJBA members
2. Grow and expand IBA's offering of electronic communications aimed at all beef producers
3. Organize IBA's Policy Directors to make structured input/resolutions to NCBA's Policy Committees & Region III Affiliates
4. Serve as a resource for beef industry news at producer events in Illinois
5. Use funds generated by the Illinois Beef Checkoff to increase demand for Illinois beef and develop education and research activities to make Illinois producers more profitable and better informed **new addition in 2015*

B. Communicating with Non-Beef Producers C/P

1. Serve as a resource to other ag groups about issues of importance to beef producers in Illinois
2. Communicate with policy makers and regulators on how issues affect beef producers in Illinois
3. Work through IBA's Checkoff Division to improve the image of beef and the beef industry with consumers
4. Work through influencers to spread messages developed by the Beef Checkoff
5. Respond to misinformation from activists groups with science based facts from NCBA, ILDG, and others

C. Communicating with Media C

1. Expand relationships with Ag Media to solidify IBA as a trusted source of beef industry information
2. Use staff and volunteer leaders to speak through Ag Media to reach all ag producers
3. Cultivate relationships with traditional media outlets to build a network that can be used proactively and in a crisis