

2025-2026 PLANO CHAMBER STRATEGIC PLAN OF WORK



WHAT IS THE MEMBER EXPERIENCE?

- ❖ Advocacy & IMPACT
- ❖ Talent, Workforce & Leadership
- ❖ Business Growth
- ❖ Telling the Plano Story

ADVOCACY

Champion pro-business policy, civic engagement and informed participation

- Foster relationships with public officials
- Advocate for pro-business policy
- Encourage civic participation and leadership
- Increase voter engagement

TALENT

Strengthen the regional talent pipeline and elevate community leadership

- Build a coordinated Talent Pipeline
- Expand career awareness, work-based learning and youth development
- Grow upskilling, reskilling and adult talent advancement
- Advocate for education & workforce excellence
- Deliver leadership development programs

GROWTH

Drive economic vitality through business support, engagement and connection

- Provide relevant and accessible learning to build business growth
- Deliver excellent customer service & experiences
- Strengthen business connections
- Promote member success

STORYTELLING

Amplify Plano's identity, strengths and leadership on local, regional and national stages

- Build a unified "Plano Story"
- Launch multi-channel storytelling campaigns
- Position Plano as THE regional thought leader
- Build community consensus through experience

2025-2026

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ADVOCACY

Champion pro-business policy, civic engagement and informed participation

ACTIVITIES

- Monthly / Weekly news updates on issues
- Monthly Public Policy Committee meetings
- Special committees on key issues like infrastructure
- Austin & DC Fly-ins
- Foster relationships with public officials
 - Develop relationships with elected delegations at the local, state and federal levels
 - Provide members access to elected officials
- Advocate for pro-business policy
 - Create and develop priorities for state sessions
 - Consider positions on local and federal issues
 - Represent business community during challenging policy questions and share information about issues
- Encourage civic participation and leadership
 - Candidate Schools
 - Explore creation of Center for Civic Engagement
- Increase voter engagement
 - Election notifications, ballot tools & voting resources
 - Access to candidates

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TALENT

Strengthen the regional talent pipeline and elevate community leadership

ACTIVITIES

- Talent Advancement Network meetings and gatherings
- Talent Advancement Network website tools
- Regular e-news and updates
- Job seeker data collection to share with employers
- Workforce/Skills Summit
- Build a coordinated Talent Pipeline
 - Initiate TAN community to centralize efforts in Talent & WF
 - Create TAN Website
 - Co-sponsor Jobs for the Future report focusing on Collin County to identify key industry gaps, then create sector-based employee councils to provide pathways to fill gaps through partnership and tools
- Expand career awareness, work-based learning and youth development
 - Build internship experience (college) and partner with City
 - Partner with PISD on career explorer and industry days
 - Train employers to onboard and mentor young workers
 - Create digital pathways portal, highlighting local job clusters, wages and training routes

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- Job seeker data collection to share with employers
- Workforce/Skills Summit
- Grow upskilling, reskilling and adult talent advancement
 - Develop micro-credentials, badges and partner on short-term training offerings with partners
 - Host annual “Skills Summit” for employers, educators and workforce agencies
 - Convene trainings for small business owners and employees to align skills
- Advocate for education & workforce excellence
 - Promote pro-business education partnerships
 - Use Chamber’s policy platform to advocate for long-term talent competitiveness
 - Leverage data to inform city, state and federal policy makers
- Deliver leadership development programs
 - Leadership Plano, YPP, Women’s Division
 - Propel, Next Gen Leadership

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GROWTH

Drive economic vitality through business support, engagement and connection

ACTIVITIES

- Chamber Champions
- Networking events
- Content expert access
- Small Business Initiative
- Business tools, resources and key partnerships
- Provide relevant and accessible learning to build business growth
 - Small business learning opportunities
 - Networking and community building events
 - Access to information via web tools and social media channels
- Deliver excellent customer service & experiences
 - Prosperity Business Center
 - Innovative and informative event opportunities
 - Trending business topics
- Strengthen business connections
 - Member to member vendor opportunities
 - Leads generation, office hours
- Promote member success
 - Sponsorship opportunities, branding tools, company recognitions, provide partnership access

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STORYTELLING

Amplify Plano's identity, strengths and leadership on local, regional and national stages

ACTIVITIES

- Weekly newsletter & content sharing
- Enhanced social channels and member promotions
- Innovative website tools
 - Partnerships
- Branding, promotions and company profiles
- Build a unified "Plano Story"
 - Create core story pillars
 - Create a digital story toolkit for partners that includes logos, fact-sheets, talking points, data, etc...
 - Create short-form story-telling videos featuring CEOs, small business owners, rising talent and civic leaders
 - Create a data-backed "state of Plano" fact sheet
- Launch multi-channel storytelling campaigns
 - 80th Anniversary Campaign
 - Monthly profiles and social campaigns
 - Elevate profile of podcast
 - Chamber-produced micro-docs on Plano legacy companies, new investments and revitalization... "why Plano is different"

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- Innovative website tools
 - Partnerships
- Branding, promotions and company profiles
- Position Plano as THE regional thought leader
 - Public data-backed reports
 - Host signature thought-leadership programs like State of AI, Policy Forums, etc...
 - Elevate Chamber staff and volunteer leadership (YOU) in regional media as experts in business, workforce and economic topics
 - Lead programs like Collin County Days and the 80th Celebration to showcase Plano's strength isn't going anywhere
- Build community consensus through experience
 - Create branded merch and digital badges for companies and community groups to use
 - Launch community storytelling challenge
 - Host immersive pop-up events, workplace tours and spotlights on specific sectors
 - Develop 80th Anniversary digital timeline of defining Plano moments to highlight as year progresses