



GORGE TECHNOLOGY ALLIANCE STRATEGIC PLAN 2022–2026

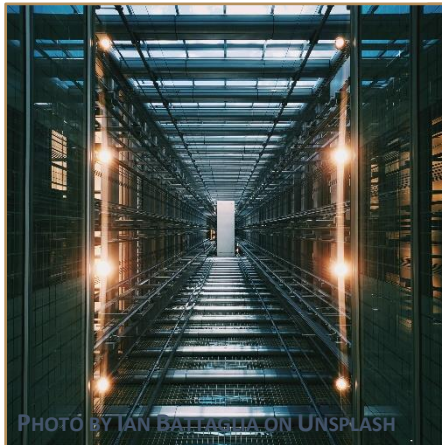


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Acknowledgements



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GTA Board of Directors

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Ali Faddis
Jarett Gilbert
Beth Alcouloumre
Kate Franko

Special thanks to GTA members Maza Brady and Arthur Babitz for participating in planning interviews and to Lori Nelson for facilitating planning meetings.



VISION: A Columbia Gorge region known as an innovative technology community where businesses thrive, entrepreneurs are nurtured, community members are engaged, meaningful employment is abundant, and all learners have access to innovative Science, Technology, Engineering, and Math opportunities.

MISSION: Support, connect and develop the technology community of the Columbia River Gorge.

CORE VALUES: The Gorge Technology Alliance will fulfill its mission and vision in accordance with the following values: Collaboration, Connection, Technology Literacy, Fun, Success, Inclusion, Innovation, Recognition, Sustainability, Community, Support, Leadership, Reliability, Credibility, Opportunity.

GOALS AND STRATEGIES

To continue to support the defined vision, mission, and core values, the Board has identified four goals that will be the focus of the GTA over the next five years. Objectives and strategies to complete these goals are listed on the pages that follow.

1. Foster a thriving Gorge tech community.
2. Promote and support member businesses.
3. Support STEM education.
4. Optimize the GTA's impact.



Goal 1: Foster a thriving Gorge tech community.

Strategies	Actions	Timing
1. Bring attention to our strong tech and STEM leaders.	Host annual awards program	Review Format Annually
	Host annual tech showcase	Annually in the fall
2. Develop networking opportunities to support cross pollination among members.	Host regular GTA events (ex. Geek Lunch, Sponsor Appreciation, CEO Excellence Forum, HR Coffee)	Maintain current events scheduling
	Xponential presence with clustered Gorge companies and mixer.	Annual event
	Partner with other organizations for events, both inside and outside the Gorge.	One to two times per year
3. Increase participation from employees of sponsor companies and other new participants in GTA networking events.	Create updated GTA outreach materials.	Review at Dec. Board Meeting
	Work with member companies to share outreach materials in company communications to highlight GTA events and activities of interest.	Ongoing
	Include GTA materials in onboarding materials at member companies.	Ongoing
4. Support Gorge Women in STEM (GWIS)	Co-sponsor quarterly or bi-annual Women in STEM Events.	Two to four times annually
Outcomes/Measures		
<ul style="list-style-type: none"> Steady or increasing attendance at events Increased participation by member company employees Event impacts identified by companies Number of companies including GTA materials in welcome packets for their employees 		



Goal 2: Promote and support member businesses

Strategies	Actions	Timing
1. Create awareness of the Gorge as a center for high tech innovation.	Ensure communications strategies also target outside the region.	At least two press releases per year. Regular social media updates.
	Engagement at events outside of the region (eg Xponential).	
2. Increase access to small business supports by playing an "information broker" role.	Make a "cheat sheet" directory of services or contacts for business support services.	2022
	Advertise existing opportunities available through other organizations.	Ongoing
3. Increase business support services in areas of highest value to members.	Survey the membership to identify top three areas of highest value to members to meet business needs.	2022 through regular member meetings
	Develop support services in these three target areas.	2023-2024
	Meet with major sponsors annually to discuss opportunities to support the GTA and for the GTA to support their needs. Respond to requests for support services.	Ongoing
	Attend two career fairs per year where we can speak about and recruit for businesses in the area.	Annually
Outcomes/Measures		
<ul style="list-style-type: none"> Track Referrals/Inquiries (calls/emails; click throughs; traffic on webpage) Press coverage, social media engagement Identify potential training opportunities. Have businesses report back to GTA on who applied based on career fair outreach 		



Goal 3: Support STEM education

Strategies	Actions	Timeline
1. Facilitate the successful transition of robotics programming to a partner in the region	Develop a subcommittee to create the transition plan (Committee: Christy and Jarett).	2021
	Continue to support Robotics programming for the 2021 season	2021
2. Provide financial support for STEM programming throughout the region.	Clarify the focus of financial support. Ensure differentiation/relationship between various STEM education investments by the GTA.	2022
	Develop a fundraising strategy for this effort.	2023
3. Serve as a conduit for communications between STEM education partners and the Tech community.	Connect tech companies and employers with STEM education activities (ex: advisory groups, internship programs, volunteer opportunities).	Ongoing
	Share information about skill gaps and programming needs to develop the workforce needed. Utilize HR Coffee conversations, job fair engagement, and job postings as foundation.	Ongoing
4. Support future STEM leaders through the Corwin Hardham Memorial Scholarship for STEM education.	Increase fundraising for scholarship fund to enhance sustainability and increase scholarship opportunity.	2022
	Continue to provide annual scholarship.	Annual
NOTE: Review and Revise this goal after Robotics transition planning.		
Outcomes/Measures		
<ul style="list-style-type: none"> • Complete a robotics transition plan by the end of 2021. • Increased scholarship award amount--goal to be considered by Scholarship Committee. • Participate in STEM advisory Committee meetings. • Contributions to STEM education per county in the region. 		



Goal 4: Optimizing the GTA's impact

Strategies	Actions	Timelines
1. Define membership / sponsorship and donation goals annually.	Reconvene membership committee to define membership and sponsorship roles and benefits. (Committee: Steve, Ali)	2022
2. Develop and implement a funding diversification strategy.	Explore engaging with employer matching programs.	2023
	Explore developing additional event sponsorship options.	2023
	Explore additional opportunities to leverage grants that align with the GTA's strategic direction or key needs identified for the tech sector in the Gorge	Ongoing
3. Develop and implement an effective communications strategy.	Develop Social Media Marketing plan to expand our reach. Focus on highlighting GTA activities as well as member news.	2022
	Develop strategies that connect to employees as well as executive level staff.	2023
	Develop video in partnership with Sigma Design.	2022
	Develop clear paths for sharing online content with networks to increase GTA presence.	2023
	Continue to develop member spotlights.	Monthly
4. Review and update board roles and responsibilities to support shared expectations around engagement.	Work with a Committee to review any existing materials and draft an update.	2022
5. Serve as a voice for the tech community in regional problem solving around priority issues.	Work with MCEDD to identify actions in the regional Economic Development Strategy that are best for the GTA to engage with in support of our members.	Ongoing
Outcomes/Measures		
<ul style="list-style-type: none"> • New membership/sponsorships, renewals. • Measure clicks for outgoing campaigns • Annual revenue • Sponsorships for events- both companies in and outside of the Gorge 		