

# Irvine Chamber International Development Committee Thoughts on Strategic Planning

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# International Development Committee (IDC) Planning Process

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There are a number of well-defined steps the International Development Committee (IDC) must take to create a workable plan to guide the activities of all subsequent efforts.

This strategic planning process applies to organizations as well as businesses and really just represents a structured approach of assessment, goals, supporting tasks, and measurement of progress.

The IDC has made progress already, now it is time to add the structure to guide the efforts ahead.

## Process Steps

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**Mission Statement:** the IDC has already developed a Mission Statement, broadly defining the overall direction the IDC wishes to go and the outcome it wishes to achieve.

*“To expand opportunities and grow the impact of trade, export, and foreign direct investment on Irvine’s businesses and economy, enhance the value of our diversity, optimize competitive global position and strengthen Irvine’s international profile.”*

This is an important first step, defining a very broad goal of raising Irvine’s international profile (external goal) while still looking to advance the cause of Irvine’s businesses (internal goal). This is ambitious, but possible over time with well-structured objectives.

## Process Steps

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**Self-Assessment (Where / Who are we?):** This process needs to be completed immediately by the IDC team. This does not need to be extensive but should follow a simple SWOT analysis process.

What do we have? (Resources, people, time,...)

What do we have the ability to do?

What can the IDC do well?

What are we lacking?

What will undermine our efforts going forward?

# Process Steps

**Define Goals (Where do we want to go?):** A level of development work has been completed in the area.

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The following goals are offered for consideration;

1. Become an established member of the Southern California export community by creating strong working relationships with local trade and export authorities in the form of strategic memos, dialogue, and cooperative arrangements. **(Established player)**
2. Become a recognized regional export promotion and international commerce center with well-developed paths for export assistance for Irvine businesses. **(Competency)**
3. Create an attractive environment for Foreign Direct Investment (FDI) to gain access to Irvine businesses and business opportunities. **(Attractive Partner)**
4. Connect Irvine businesses to available export guidance and resource centers (all sizes of businesses). **(Channels)**
5. Provide one-stop resource for Irvine businesses. Guidance, referral, documentation, path to help, guidance on how and why of exporting, networking. **(Education)**
6. Create ability to be an advocate for Irvine businesses with the international community. **(Advocacy)**
7. Attract foreign investment in Irvine and its businesses through an international presence, promotion, and exchanges with foreign sources. **(Promotion)**

# Process

**Tactics (How are we going to get there?):** Using the resources of the IDC members and the connections and networks they embrace, the IDC can mobilize a number of resources to accomplish the goals. The creation of task forces to address each goal is an effective approach.

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A number of task forces have been proposed. The list follows. An additional task force is proposed for export resource for small/medium businesses. A second addition covers promotional efforts necessary to attract foreign direct investment to Irvine.

1. World Trade Week Task Force
2. Large Company Exports and U.S. Commercial Service Support Task Force
3. Trade Mission Development Task Force
4. Cultural Chambers Collaboration Task Force
5. Multicultural Education Task Force
6. Exporting 101 Task Force
7. Multilingual Task Force
8. Small and Medium Enterprise (SME) Exports and Access to U.S. Commercial Service (Added)
9. Irvine FDI and Promotion Task Force (Added)

The task forces will create specific actions to be taken in each category to achieve their goal. Tasks will be built around the premise of education, promotion, and action, such as events. Each goal must have a defined completion date with interim measurement gates.

# Process

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**Metrics (How do we know when we get there?):** Each task force will create the measurement criteria to assess if the goals of the defined tasks have been met. This could include

- Events
- Inbound investment dollars
- Strategic relationships
- Export successes in Irvine etc.

The tasks developed by the task force must have defined timelines for completion and interim measurement points to assess progress.

# Applying Task Forces to Goals



Task Forces	Goal						
	External			Internal			
	Established Player	Competency	Attractive Partner	Promotion	Channels	Education	Advocacy
1. World Trade Week Task Force	X			X			
2. Large Company Exports and U.S. Commercial Service Support Task Force		X			X	X	X
3. Trade Mission Development Task Force				X			X
4. Cultural Chambers Collaboration Task Force			X			X	
5. Multicultural Education Task Force						X	
6. Exporting 101 Task Force					X	X	
7. Multilingual Task Force						X	
8. Small and Medium Enterprise (SME) Exports and Access to U.S. Commercial Service (Added)		X			X	X	X
9. Irvine FDI and Promotion Task Force (Added)			X	X			