

Hispanic Chamber of Commerce 2012 - 2013 Strategic Plan

Mission

The mission of HCCET is to foster the development of vibrant, prosperous Hispanic-owned businesses and to connect businesses throughout East Tennessee to the Hispanic marketplace. We will accomplish this mission through a combination of programs and services including: Networking to engage and build relationships, Education to encourage cultural connections and stronger businesses, Advocacy to support initiatives and legislation that furthers the interests of our constituents, Workforce development to develop and promote the Hispanic workforce and connect that workforce with available jobs, Leadership development, and partnerships and alliances that support our goals and initiatives.

History

The Hispanic Chamber of Commerce of East Tennessee (HCCET) was founded in 2005 by a group of Hispanic business owners and professionals working in the Knoxville Metropolitan Area. They recognized the enormous economic potential and impact of Hispanic businesses in the United States and in our East Tennessee region.

Legal Entities

HCCET is organized under Section 501(c)(6) of the Internal Revenue Code. Its sister 501 (c)(3) organization, The Hispanic Chamber of Commerce Foundation, was founded to facilitate educational outreach and economic development efforts in our community.

Opportunity

According to a recent study released by the University of Tennessee, Tennessee has the third fastest growing Hispanic population in the country and represents one of the fastest growing consumer markets in the United States. Latinos represent 4.6 percent of Tennessee's population, according to the 2010 Census, up from 2.2 percent in 2000. Even though the growth rate was very high, the number of Hispanic persons is still much lower than the national average 16.3 percent. This growth has driven a sharp increase in the number of Hispanic-owned businesses. These businesses have been drivers of job growth in a difficult economy and represent one of the best opportunities for new jobs in the region. HCCET has a great opportunity to support and promote Hispanic businesses and to help forge strategic relationships between Hispanic and mainstream businesses and government agencies seeking minority vendors, subcontractors and employees

HCCET 2013 Goals and Initiatives

As part of its five-year strategic planning process, HCCET has established the following goals and initiatives for 2013:

Board of Directors

Our Board of Directors will be expanded to 13 members including a minimum of 75% Hispanic members. In addition, Board committees will be established including Workforce Development, Membership, Education, Events, Database Development, Marketing, Finance and Membership as well as Advisory and Ex-Officia Boards composed of strategic partners, local government agencies and non-governmental Latino organizations.

Workforce Development

There is a growing demand from the local business community to employ bilingual/bi-cultural individuals. Through its Workforce Development Initiative, HCCET will work closely with the community and organizations to support the advancement and education of the Hispanic population in our community and to positively impact workforce readiness and assists businesses in reaching their diversity employment goals. WD programs will include at least two job fairs including one conference and will result in at least five workforce success stories.

Education

HCCET recognizes the importance of education in accomplishing its mission to foster the development of vibrant, prosperous Hispanic businesses in the region. A minimum of three Business Education Programs will be initiated through HCCET's Educational Foundation including a start-up program for Hispanic-owned businesses and a Minority Business Services project.

Minority Business Services

Hispanic business owners have a unique opportunity to increase or add market share through government contracting and connecting with private enterprises that have diversity purchasing goals. As part of its Business Services program, HCCET will develop programs to educate and assist Minority Business Enterprises (MBE's) in qualifying for these purchases and contracts.

Events

HCCET will conduct a minimum of two Partner events and an Annual Event. At least one of the partner events will be consumer-focused.

Membership

HCCET membership will be expanded to a minimum of 1,000 members with outreach to as many Hispanic-owned businesses as possible.

Database Development

HCCET will develop and maintain a database of Hispanics and related businesses in the East Tennessee Region

Marketing

A marketing plan will be developed including media relations, social media and web marketing.

Finance

HCCET will develop and implement an operating budget and budget management systems and will maintain a minimum of three-months operating cash reserve. A minimum of \$100,000 in non-member support will be obtained through sponsorship and other fundraising efforts.

Regional Expansion

HCCET will create an active presence in at least two additional counties and will establish relationships with leaders in the five fastest growing Hispanic markets in the East Tennessee Region.

HCCET Five-Year Goals and Initiatives

Membership

HCCET membership will be expanded to a minimum of 1,000 members with outreach to as many Hispanic-owned businesses as possible.

Regional Expansion

HCCET will have an active presence throughout the East Tennessee Region

Finance

HCCET will develop and implement an operating budget and budget management systems and will maintain a six to twelve-month operating cash reserve.