
STRATEGIC PLAN



Maryland Hispanic Chamber of Commerce
20300 Century Blvd
Suite 175
Germantown, MD 20874

VISION

Leading the Collective Voice of Hispanic Business in the State of Maryland.

MISSION

Promote the establishment, growth, prosperity and retention of Hispanic businesses, and those entities, and persons that support them in the State of Maryland.

PHILOSOPHY

The Maryland Hispanic Chamber of Commerce will anticipate and listen to the needs of its membership, and will seek to influence the political, economic, cultural, educational, and regulatory environment necessary to ensure that Hispanic businesses have every opportunity to succeed.

VALUES

We value our Nation, our state, our communities, our members, entrepreneurship and our unique Hispanic heritage.

GOAL

To be recognized as the leading voice representing the interests, aspirations, and advancement of Hispanic businesses in Maryland.

STRATEGIC INTENT _____

“To build the membership, organizational infrastructure, and financial capacity of the Maryland Hispanic Chamber of Commerce.”

... Board of Directors

PRINCIPLES

MEMBERS – We cherish the acquisition, advancement, and retention of our member companies, and the entities and persons that support them.

COMMUNICATIONS – We listen to our members, our community, our government, and we speak to our common noble interests.

SERVICES – We provide visible, tangible and real-world business benefits to our members through the services and products that we offer.

BUSINESS CLIMATE – We support an environment of fair and equal access to government, and to business-to-business procurements; an efficient and effective government infrastructure; reasonable regulatory and taxation policies that contribute to the establishment, development, and retention of successful Hispanic businesses.

GOVERNMENT – We view government, at all levels, to be a partner for progress with Hispanic businesses.

QUALITY OF LIFE – We seek safe neighborhoods, accessible public transportation, affordable housing, and worry-free retirement, in pursuit of both the American and the Hispanic businessperson’s dream.

EDUCATION – We stand for a quality public education, striving for a 100% graduation rate, as the minimum standard necessary to prepare our children to be the next generation of successful Hispanic business leaders.

DIVERSITY – We celebrate our ethnic, cultural, racial, gender, religious, and language differences.

CHANGE – We embrace change: it is on the side of Hispanic Business.

ETHICS – There is never a justifiable reason to compromise the integrity of the Maryland Hispanic Chamber of Commerce, our businesses, or our own.

Near Term Objectives

PUBLIC POLICY

- Publish the Executive Summary *“Hispanics and Hispanic Businesses – A Profile of the Hispanic Community in Maryland”*
- Establish Quarterly High-Level Discussions with Public Officials
- Enhance Relationships with SBA and other Business Development Organizations
- Establish Formal Process to Respond Publicly to all Business Related Issues Affecting Hispanics

BUSINESS DEVELOPMENT

- Sponsor Chamber Events to Develop Business for our Members
- Execute Hispanic Business Education Seminars and Workshops
- Create and Distribute the *“Directory of Hispanic Business to Business”* Throughout the Hispanic Community

LOCAL, STATE AND FEDERAL PROCUREMENT

- Register Members into Minority Procurement Databases
- Conduct Certification Workshops for 8(a), DBE/MBE, and Hub Zone Programs
- Provide Government Procurement Forecasts

LEADERSHIP, INFRASTRUCTURE, AND FINANCIAL DEVELOPMENT

- Identify, Recruit, and Hire a Full-Time Executive Director and Support Staff
- Strengthen the Board of Directors and Board of Advisors

MEMBERSHIP/COMMUNICATIONS

- Improve the MDHCC Membership Recruitment Brochure
- Create a “Membership Card” Program
- Increase Paid Membership by at Least 100%
- Develop an Improved, Next-Generation Website
- Attract Large Hispanic and Non-Hispanic Corporate Members

SPECIAL EVENTS

- Hispanic Business Leadership Summit
- Hispanic Business Awards Dinner
- Maryland Legislative Business Reception
- Business Education and Networking Conference