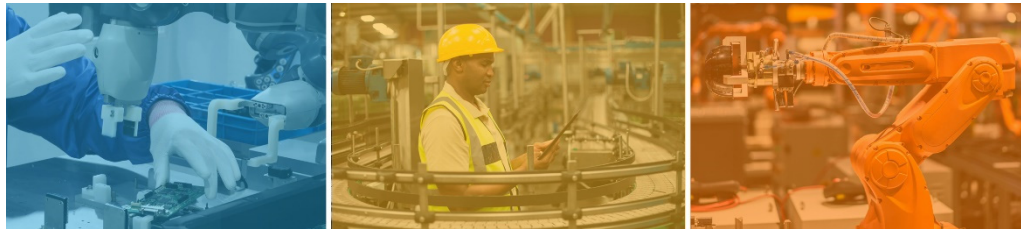




# Strategic Plan

2022 – 2024



**OKLAHOMA  
MANUFACTURING  
ALLIANCE**

*YOUR VISION IS OUR MISSION.*



## Overview

The Oklahoma Manufacturing Alliance is a network of trusted experts working with manufacturers to help them grow and evolve. When manufacturers are strong, communities prosper, and our state's economy thrives.

It is the only statewide organization dedicated to the manufacturing industry, which continues to be the backbone of Oklahoma's economy. Manufacturing's ability to generate jobs, create wealth and improve the quality of life is vital, especially in rural areas of the state.

The Manufacturing Alliance improves companies holistically by assessing, diagnosing, and optimizing operations. Through our proprietary process, a comprehensive plan is developed. Then, we have the capability to deploy our expertise directly. If necessary, we connect to our array of local, state, regional and national networks, providing manufacturers with the exact resources they need to quickly push changes into action.

We are a non-profit organization chartered by the Legislature and is evaluated on how much economic impact is generated. So while we sometimes charge fees for our services, the emphasis is always on improvements and not on overselling. It's trustworthy support.

You can see that trustworthiness in our track record of delivering results. In fact, the Manufacturing Alliance generates a \$22-to-\$1 *return on sales* ratio, and over the past five years our efforts have created more than 4,000 new high-wage jobs.

We are a proud part of the Oklahoma Innovation Model, joining with organizations like OCAST and i2E. And nationally, we are an affiliate of the Manufacturing Extension Partnership, a program of the Department of Commerce with similar centers in all the states. MEP regularly surveys clients to ensure progress, making us one of the few organizations that is consistently audited like that. Again, it's all about credibility and trustworthiness. Your mission is our vision.





## Mission

To help Oklahoma manufacturers achieve their potential by delivering comprehensive, proven solutions.



## Vision

We are Oklahoma's recognized resource for building a sustainable, innovative manufacturing sector.



## Core Values

- ▶ We are, credible, trustworthy, and ethical, serving with integrity.
- ▶ We are passionate about manufacturing and are committed exceeding our clients' expectations.
- ▶ We leverage collective genius through collaboration and teamwork.
- ▶ We bring vision, innovation, and technological advances to create results.
- ▶ We are a learning organization, insatiably curious and committed to "getting better every day."



## Driving Force

We are driven to attain and uphold U.S. manufacturing preeminence, which is essential to our nation's long-term economic strength and to protect our national security.



## Role

The Oklahoma Manufacturing Alliance focuses its expertise and knowledge, as well as that of its partners on providing state manufacturers with information and tools they need to improve productivity, assure consistent quality, accelerate the transfer of manufacturing technologies, and infuse innovation into production processes and products.



## Strengths

- ▶ Knowledgeable and trusted experts in manufacturing & business
- ▶ Mission-driven public/private partnership model
- ▶ Uniquely connected to national, regional, and local expertise
- ▶ State-wide coverage within two hours of every manufacturer
- ▶ Holistic value creation
- ▶ Evidence-based success in serving manufacturers
- ▶ Engaged and diverse board capabilities

## Full SWOT

<b>PRESENT</b>	<b>STRENGTHS:</b> <ul style="list-style-type: none"> <li>■ Knowledgeable and trusted experts in manufacturing &amp; business</li> <li>■ Mission-driven public/private partnership model</li> <li>■ Experts uniquely connected to national, regional, and local expertise</li> <li>■ State-wide coverage within two hours of every manufacturer</li> <li>■ Holistic value creation</li> <li>■ Evidence-based success in serving manufacturers</li> <li>■ Engaged and diverse board capabilities</li> </ul>	<b>Weaknesses</b> <ul style="list-style-type: none"> <li>■ Minimal service coverage in parts of the state</li> <li>■ Not having 100% state matching funds</li> </ul>	<b>INTERNAL</b>
<b>FUTURE</b>	<b>OPPORTUNITIES</b> <ul style="list-style-type: none"> <li>■ Possible state funding partner in ODOC</li> <li>■ Increase market penetration with manufacturers by scaling up new model</li> <li>■ Create greater client value with focus on emerging need like cybersecurity, supply chain resiliency, advanced technology transfer, and workforce development</li> <li>■ Increase federal funding awards via FY 2023 legislation</li> </ul>	<b>THREATS:</b> <ul style="list-style-type: none"> <li>■ Lack of sustainable state, matching funds</li> <li>■ Hiring and retaining qualified staff</li> </ul>	<b>EXTERNAL</b>

# Strategic Initiatives



## Empower Oklahoma Manufacturers

Assist Oklahoma manufacturers in embracing holistic, innovative manufacturing solutions.



## Leverage Partnerships

Build a network of trust, value, and convergence of objectives with national, regional, state, and local partnership to maximize economic impacts for manufacturers and the communities they serve.



## Secure Sustainable Funding

Fund growth through sustainable revenue sources.



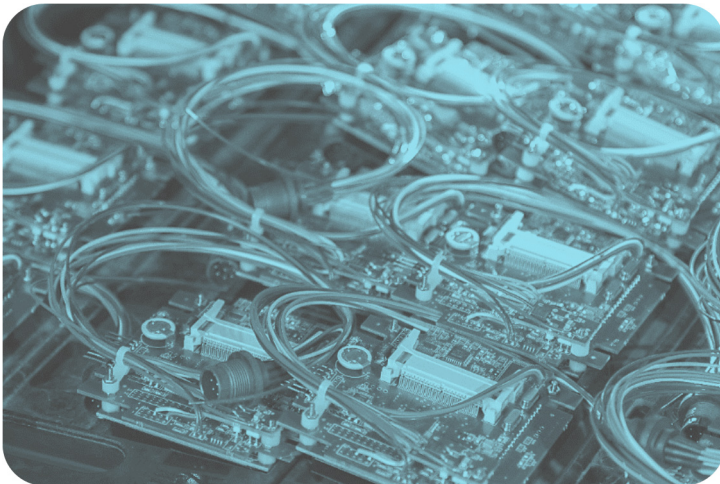
## Empower Oklahoma Manufacturers

Assist Oklahoma manufacturers in embracing holistic, innovative manufacturing solutions.

## Strategic Objectives

1. Expand breadth and depth of core OMA services by continuously listening to client needs and offering customized solutions while emphasizing MEP priorities.
2. Enhance supply chain resiliency by building state-wide manufacturing capabilities with supply chain management tools while aligning with state and national initiatives.
3. Educate and encourage manufacturers to adopt and implement advanced technology solutions.

*Surface Mount Depot in Oklahoma City*



### OKLAHOMA MANUFACTURING FACT:

*There were an average of 127,000 manufacturing employees in Oklahoma in 2020, with an average annual compensation of \$72,681.18.*



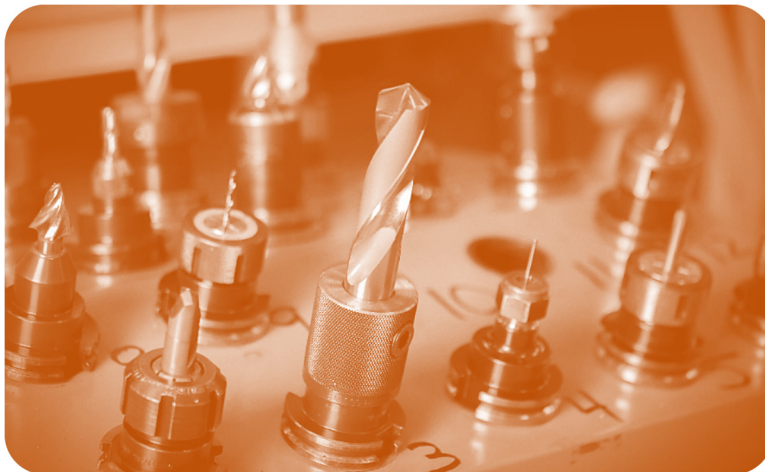
## Leverage Partnerships

Build a network of trust, value, and convergence of objectives with national, regional, state, and local partnership to maximize economic impacts for manufacturers and the communities they serve.

## Strategic Objectives

1. Identify mission-complementary advocates to help OMA become the recognized manufacturing resource brand; expand technology partnerships to develop a unique collaborative technology transfer and service delivery model; and act as a catalyst to create viable workforce solutions for Oklahoma manufacturers.
2. Solidify tribal nation partnerships to help serve rural and underrepresented manufacturers throughout the state.
3. Engage a highly effective board of directors to provide governance, build capacity and support growth.

*CMP Corporation in Oklahoma City*



### OKLAHOMA MANUFACTURING FACT:

*In 2019, Oklahoma's total manufacturing output was \$18.94 billion. That's 9.38 percent of the gross state product.*





## Secure Sustainable Funding

Fund growth through sustainable revenue sources.

## Strategic Objectives

1. Ensure cash reserves are sufficient to protect the short-term needs of the Oklahoma Manufacturing Alliance in the event traditional sources of funding become disrupted.
2. Diversify and grow annual revenue to ensure ability to serve the growing needs of OMA, our customers and our stakeholders:
  - ▶ Take a larger role in advocating for funding with Oklahoma Innovation Model partners and the American Small Manufacturing Coalition.
  - ▶ Diversify funding sources by becoming more active in technology transfer and technology commercialization.
  - ▶ Obtain matching funds to maximize the benefits of federal allocations.

*HSI Sensing in Chickasha*



### **OKLAHOMA MANUFACTURING FACT:**

*Manufacturers help to drive Oklahoma's economy, with \$5.06 billion in manufactured goods exports in 2020.*





## Measures of Success

### 36-Month Measures of Success:

1. Increase the percentage of Oklahoma manufacturers served annually to 33%
2. Maximize the economic impacts delivered to manufacturers and the communities they serve by obtaining a \$26-to-\$1 *return on sales* ratio.
3. Grow public and private, sustainable state funding to match 1.5X of annual federal base funding award(s).

### “Aspirational” Success, Beyond 36 Months

1. The Oklahoma Manufacturing Alliance is known and recognized by Oklahoma manufacturers and stakeholders as an indispensable resource whose trusted experts help them grow and embrace manufacturing technology advances.
2. Federal and state funding for the Oklahoma Manufacturing Alliance has doubled, enabling the organization to serve 50% of the state’s manufacturers annually.
3. Relationships with Native American nations of Oklahoma have been established by targeting economic development through broad, coordinated efforts that build long-term, sustainable manufacturing expansion within sovereign borders.



# Priorities

## Short-term priorities: 12-18 months

1. Obtain state matching funds
2. Focus on holistic core service offerings and key components of competitiveness (i.e., manufacturing technology demonstration capabilities, supply chain development and workforce services.)
3. Assist manufacturers in recruiting and retaining a highly skilled, diverse workforce.

## Mid-term priorities: 19-36 months

1. Increase market penetration year-over-year.
2. Increase reported economic impacts year-over-year.
3. Develop and strengthen relationships with Native American nations of Oklahoma.

## Long-Term priorities: Beyond 36 months

1. Increase brand awareness.
2. Demonstrate exceptional return on investment for Oklahoma manufacturers, partners, and the communities served by OMA.
3. Demonstrate Oklahoma Manufacturing Alliance is a learning, high performance organization.







 [facebook.com/OKAlliance](https://facebook.com/OKAlliance)  [@OKAlliance](https://twitter.com/OKAlliance)  [Oklahoma Manufacturing Alliance](https://www.linkedin.com/company/oklahoma-manufacturing-alliance)

[www.okalliance.com](http://www.okalliance.com)