

Strategic Planning Overview

A racially- and gender-diverse committee made up of representatives from manufacturing, healthcare, small business, education, the arts, government, military, non-profits and more spent the last nine months gathering and reviewing data and developing a plan to move Wichita Falls forward. The number one thing we found is that we don't have a jobs problem as much as we have a workforce problem. The future of Wichita Falls depends upon our ability to attract and retain talent, and it will take bold steps to change the trajectory of our community. Here's what we found and how we'll do it:

Seven Stories in Regional Assessment:

1. Stagnant population growth masks a more troubling reality.
2. A shrinking workforce seriously threatens competitiveness.
3. Educational attainment lags behind, and recent gains may be unsustainable.
4. An economy built on government employment.
5. Standards of living are on the rise, but many residents are being left behind.
6. Investing in homegrown talent will be critical to future success.
7. A strong value proposition, but continuing to improve "place" is vital.

Five Overarching Community Goals:

1. Attract and retain residents and businesses
2. Increase prosperity for all Wichita Falls residents
3. Enhance quality of life and quality of place
4. Promote inclusivity and equity
5. Improve internal and external perceptions of Wichita Falls

Seven Catalysts:

1. Wichita Falls Talent Partnership
2. Modern School Facilities
3. A Best-Practice Economic Development Program
4. A Thriving Sheppard Air Force Base
5. An Entrepreneurial Maker Hub
6. A Live-Work-Play Downtown
7. A Bicycle-Friendly Community