## 2012 Women’ Business Enterprise Alliance Board Retreat - Discussion Summary Chart

**October 18, 2011**

<table>
<thead>
<tr>
<th><strong>Maximize Business Development (Leading)</strong></th>
<th><strong>Operational Excellence (Leading)</strong></th>
<th><strong>Accelerate New Income Streams</strong></th>
<th><strong>Build Innovative Training Programs</strong></th>
<th><strong>Marketing/Communications</strong></th>
<th><strong>Membership Drive (Leading)</strong></th>
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<tbody>
<tr>
<td>2012 Focus Items</td>
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<td>• Add Business Development opportunities into the Strategic Communication Work</td>
<td>• Share survey results and trade secrets with the appropriate committees</td>
<td>• Identify grant matching funds</td>
<td>• Review opportunities to reach the Silent Majority</td>
<td>• Develop a Strategic Communication plan (board responsibility)</td>
<td>• Participation study</td>
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<td>• Budget, revenue, and cost optimization</td>
<td>• Identify other potential revenue streams</td>
<td>• Reviewed “Tiered” offering structure – e.g. sandwich approach</td>
<td>• Execute the Strategic Communication plan</td>
<td>• Offering evaluation</td>
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<td>• Measurement -- How will we measure the effectiveness of our offerings to our stakeholders?</td>
<td>• Marketing/Communications</td>
<td>• Political Outreach</td>
<td>• What programs make sense for the Silent Majority?</td>
<td>• Event execution</td>
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### Long Term Goal

- **WBE “mindset shift” – we are going to “Partner” vs. “Get Corporate Business”**
- **Adequate resources/staff to support the business plan**
- **RPO of the year**
- **Elected official want to participate**
- **2 way conversations with the WBEA community**
- **Board visibility**
- **Increase WBE membership to 1,000**
- **60+ Corporate Members**
- **85% retention rate**

### Board Member Champion

- **WBE - Jane Henry**
  - Corporate Member – Marvin Moore
- **WBE – Tommie Steverson**
  - Corporate Member – Otto Myers III
- **Susan Repka/April Day**
  - WBE – Gwen Frost
  - Corporate Member – Kelly Mortensen
- **WBE – Diednia Joseph**
  - Corporate Member – Pamela Skaufl
- **WBE – Julie Irvin and Phyllis Bailey**
  - Corporate Member – Sophia Ganoa
- **WBE – Kathie Edwards**
  - Corporate Member – Marian Nimon

### Deliverables / Metrics

- **Business development plan**
- **# of Business Development opportunities (through account development lifecycle)**
- **Corporate Feedback**
- **Benchmarking/Trends (what are other RPOs doing?)**
- **Metrics that measure meeting customer/stakeholder needs**
- **Cost / Benefit analysis for making grant recommendations**
- **# of Grants proposed and awarded**
- **Outcomes Reports**
- **Attendance**
- **Survey/Feedback Forms from the events**
- **Mentions in Media**
- **Executive Director & WBEA awards/ recognition**
- **Event Attendance**
- **Increase in number of files received**
- **Exit Survey for WBEs not recertifying**

### Committee Alignment

- **Membership**
- **PR / Marketing**
- **Forum**
- **CAC**
- **Finance**
- **WBC Program Director position (Grant Funded)**
- **Education Committee**
- **PR / Marketing**
- **Membership**
- **Forum**
- **Events**
- **CAC**