2012 Women' Business Enterprise Alliance Board Retreat - Discussion Summary Chart
October 18, 2011

	Maximize Business Development (Leading)	Operational Excellence (Leading)	Accelerate New Income Streams	Build Innovative Training Programs	Marketing/ Communications	Membership Drive (Leading)

2012 Focus Items	• Add Business Development opportunities into the Strategic Communication Work	• Share survey results and trade secrets with the appropriate committees
		• Budget, revenue, and cost optimization
		• Measurement -- How will we measure the effectiveness of our offerings to our stakeholders?
			• Identify grant matching funds
			• Identify other potential revenue streams
				• Review opportunities to reach the Silent Majority
				• Reviewed "Tiered" offering structure – e.g. sandwich approach
					• Develop a Strategic Communication plan (board responsibility)
					• Execute the Strategic Communication plan
					• Political Outreach
						• Participation study
						• Offering evaluation
						  ○ Event execution
						  ○ What programs make sense for the Silent Majority?

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 – Diedria Joseph Corporate Member – Pamela Skaufel	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