

Columbia River Gorge Technology Alliance
2010 WORK PLAN

Please note: Description of tasks, owners and approximate deadlines below are subject to change based on new information and availability of time and resources. Additionally, new goals and items may arise.

GOAL 1: PROMOTE MEMBER BUSINESSES

Item A: Member Spotlights

Once per week, a consistent, professional email will be sent out to the GTA Newsletter list (280 recipients) showcasing one member. This piece will include information about the business/ organization as well as information about the lead person behind the business/ organization. The purpose of this item will be to increase connections between GTA members and promote member businesses to other members as well as non-members.

Task:	Owner:	Approximate Deadline:
Develop questions for member spotlight interview	Jessica Metta	Completed
Create template for member spotlights	Jessica Metta working with a Marketing Consultant	March 15, 2010
Ensure GTA Newsletter list would like to be signed up for this more regular mailing	Jessica Metta	March 22, 2010
Interview member and collect photograph of lead person	Board Member assigned to that Member	Ongoing, once per week
Summarize interview into Spotlight format	Jessica Metta	Ongoing, once per week
Issue Member Spotlight	Jessica Metta	Ongoing, once per week
Ensure Member Spotlights are highly searchable	Board Web Committee	March 31, 2010
Download Member Spotlights to the GTA website	Jessica Metta	Ongoing, once per week
Invite Members featured that month to display information and speak briefly at the monthly meeting	Jessica Metta	Ongoing, once per month
Share Member Spotlights with local media outlets	Jessica Metta	Ongoing, once per month

Item B: Gorge Job Fair

Participate in the Columbia Gorge Job Fair by having one or more tables devoted to GTA Members. Use this space to showcase information about members that are hiring, information about where and how members traditionally hire new employees, and information about the GTA.

Task:	Owner:	Approximate Deadline:
Determine what members would like to participate in a GTA table	Jessica Metta	February 21, 2010
Register table(s) for the job fair	Jessica Metta	March 12, 2010
Gather information from all members about hiring practices	Jessica Metta	March 31, 2010
Gather information from participating members about open positions	Jessica Metta	April 5, 2010
Collect all materials and prepare for the table	Jessica Metta, Board Member(s)	April 9, 2010
Gorge Job Fair	Board Member(s)	April 10, 2010

GOAL 2: ENCOURAGE NETWORKING AMONG MEMBERS TO PROMOTE AND LEVERAGE EACH OTHERS CAPABILITIES, PRODUCTS AND SERVICES

Item A: Member Search

Revise the GTA website to make it easier for members to search for other members, thereby increasing connections and business between members.

Task:	Owner:	Approximate Deadline:
Move the existing Member Search option to its own page	Jessica Metta working with a Marketing Consultant	Completed
Rethink the existing Member Search categories	Jessica Metta working with a Board subcommittee	February 15, 2010
Change Member Search categories	Jessica Metta working with a Marketing Consultant	April 1, 2010
Investigate making the member profiles on the website highly searchable	Jessica Metta working with a Marketing Consultant	April 1, 2010
Ensure Member Spotlights are highly searchable	Board Web Committee	March 31, 2010
Advertise Member Search capabilities to members	Jessica Metta	April 30, 2010

Item B: GTA Group on LinkedIn

Because the GTA's website does not have a social connection component, utilize the GTA's Group on LinkedIn as a way for members to communicate directly with each other.

Task:	Owner:	Approximate Deadline:
Invite existing GTA members to join the GTA's Group on LinkedIn	Jessica Metta	Completed, repeat every 6 months
Create a subgroup on LinkedIn for current members only	Jessica Metta	Completed
Invite new GTA members to join the GTA's Group on LinkedIn	Jessica Metta	Ongoing
Post discussion items on LinkedIn to encourage use of the site	Jessica Metta, Board Members	Ongoing
Encourage members to post job announcements on LinkedIn	Jessica Metta	Ongoing

Item C: Monthly Membership Meetings

Hold monthly meetings to bring current and potential members together to learn about a topic of interest and for networking opportunities.

Task:	Owner:	Approximate Deadline:
Identify an educational topic	Program Committee, Board, Jessica Metta	Ongoing, monthly
Secure speaker and location	Jessica Metta	Ongoing, monthly
Publicize meeting	Jessica Metta	Ongoing, monthly
Prepare for the meeting, set up	Jessica Metta	Ongoing, monthly
Attend the meeting	Jessica Metta, Board Members as available	Ongoing, monthly
Post-publicize the meeting to encourage future attendance	Jessica Metta working with local news outlets	Ongoing, monthly

GOAL 3: PROVIDE EDUCATIONAL OPPORTUNITIES FOR MEMBERS AND THE REGIONAL WORKFORCE

Item A: Google Speakers Series

Pursuant to the Google grant received, develop four speakers events in 2010 to bring higher level speakers to address Gorge audiences about technology innovations. These events are free to the public, include a special opportunity for GTA members to meet the speakers, and will help increase the profile of the GTA.

Task:	Owner:	Approximate Deadline:
Identify a theme for the series	Jessica Metta, Board	Completed
Identify individual topics and speakers	Jessica Metta, Board	Ongoing, last one identified by June 1, 2010
Secure speakers and locations	Jessica Metta	Ongoing, last one identified by June 1, 2010
Publicize meetings	Jessica Metta	Ongoing
Prepare for the meetings, set up	Jessica Metta	Ongoing
Attend the meetings	Jessica Metta, Board Members as available	Ongoing
Take photographs of the events, record the number of attendees	Jessica Metta	Ongoing
Post-publicize the events to encourage future attendance	Jessica Metta working with local news outlets	Ongoing

Item B: Youth Loaner Robotics Program

Pursuant to the Google grant received, work with the Gorge Robotics Club to identify and purchase 25 robotics kits and laptops and loan them to youth groups and schools around the Gorge. The purpose of this program is to interest youth in science and engineering, thereby sparking the development of a Gorge-grown technological workforce.

Task:	Owner:	Approximate Deadline:
Identify robots and laptops for purchase	Jessica Metta, Gorge Robotics Club leaders, Board Members	Mostly completed, by December 31, 2010
Purchase robots and laptops	Jeff Nicol	Mostly completed, by December 31, 2010
Register robots and laptops	Jessica Metta	Mostly completed, by December 31, 2010
Prepare robots and laptops for loan	Gorge Robotics Club leaders	Ongoing
Develop user agreement	Board Members	March 1, 2010
Loan robots and laptops to groups after receiving signed user agreement	Jessica Metta, Gorge Robotics Club leaders	Ongoing
Gather loaned robots and laptops, prepare them for next loan	Jessica Metta, Gorge Robotics Club leaders	Ongoing

Item C: Youth Robotics Competitions

Pursuant to the Google grant received, work with the Gorge Robotics Club to develop two Gorge-wide robotics competitions in 2010.

Task:	Owner:	Approximate Deadline:
Set dates for robotics competitions	Jessica Metta, Gorge Robotics Club leaders	One chosen (May 22), the other chosen by July 31, 2010
Develop program for the competition	Jessica Metta, Gorge Robotics Club leaders	April 1, 2010
Distribute loaner robots and laptops for groups to prepare for the competition	Jessica Metta, Gorge Robotics Club leaders	April and May, later in 2010
Secure locations and other details	Jessica Metta	May, later in 2010
Publicize competitions	Jessica Metta	May, later in 2010
Prepare for the meetings, set up	Jessica Metta, Gorge Robotics Club leaders	May, later in 2010
Attend the meetings	Jessica Metta, Gorge Robotics Club leaders	May 22, later in 2010
Take photographs of the competitions, record the number of attendees	Jessica Metta, Gorge Robotics Club leaders	May 22, later in 2010
Post-publicize the competitions to encourage future participation	Jessica Metta working with local news outlets	Late May, later in 2010

Item D: Monthly E-Newsletter

Distribute a GTA e-newsletter monthly to share information about events, member and sponsor businesses, classes, funding opportunities, job openings and other items of interest to GTA members and the technologically- or entrepreneurially-inclined public.

Task:	Owner:	Approximate Deadline:
Gather information of interest for the newsletter	Jessica Metta, Board Members	Ongoing
Develop and send newsletter	Jessica Metta	Sent usually on the 4 th Friday
Update and add email contacts to the newsletter list	Jessica Metta	Ongoing

Item E: Monthly Membership Meetings

Hold monthly meetings to bring current and potential members together to learn about a topic of interest and for networking opportunities.

Task:	Owner:	Approximate Deadline:
Identify an educational topic	Program Committee, Board, Jessica Metta	Ongoing, monthly
Secure speaker and location	Jessica Metta	Ongoing, monthly
Publicize meeting	Jessica Metta	Ongoing, monthly

Prepare for the meeting, set up	Jessica Metta	Ongoing, monthly
Attend the meeting	Jessica Metta, Board Members as available	Ongoing, monthly
Post-publicize the meeting to encourage future attendance	Jessica Metta working with local news outlets, newsletter	Ongoing, monthly

GOAL 4: ACHIEVE ORGANIZATIONAL FINANCIAL SUSTAINABILITY

Item A: Sponsorships

Secure sponsors of the GTA to provide funds for operations. Pursuant to the 2010 Financial Plan, \$13,000 in sponsorship funds must be secured in 2010.

Task:	Owner:	Approximate Deadline:
Identify potential sponsors	Board Members, Jessica Metta	March 1, 2010 and ongoing
Contact potential sponsors	Board Members	Ongoing
Set up lunches with potential sponsors	Board Members, Jessica Metta	Ongoing
Follow-up to secure sponsorship funds	Board Members	Ongoing
Ensure promised sponsor benefits are delivered based on level of sponsorship	Jessica Metta	Ongoing

POTENTIAL ADDITIONAL ITEMS: Completion subject to availability of time and resources

GOAL 2: ENCOURAGE NETWORKING AMONG MEMBERS TO PROMOTE AND LEVERAGE EACH OTHERS CAPABILITIES, PRODUCTS AND SERVICES

Item A-Potential: Google Lunches

Invite groups of current GTA members and potential members to lunch at Google. This will promote connections between members and also act as a member benefit.

Task:	Owner:	Approximate Deadline:
Coordinate with Board Member Dave Karlson on when he'd be available to bring people to lunch	Board Members	Ongoing
Invite current GTA members and a potential member to lunch	Board Members	Completed
Follow-up with potential member to discuss joining	Board Members	Ongoing

Follow-up with current members to discuss sponsorship	Board Members with Jessica Metta available for additional sponsor lunches	Ongoing
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GOAL 5: BRAND THE GORGE FOR HIGH TECH

Item A-Potential: News Articles

Work with news outlets in the Gorge, in the Portland Metropolitan area, and those that cover Oregon and/or Washington to develop news articles about the GTA and about member businesses/ organizations.

Task:	Owner:	Approximate Deadline:
Identify potential news outlets	Jessica Metta, Board Members	Completed
Contact news outlets to determine possibility for articles	Jessica Metta	Initial contacts completed, ongoing
Work with news outlets to develop articles	Jessica Metta, Board Members, Marketing Consultant	Ongoing