

# The University of Toledo Family Business Center

2020 EOS Vision/Traction Organizer

<p><b>CORE VALUES</b></p>	<ol style="list-style-type: none"> <li>1) Member-driven</li> <li>2) Open Learning Environment</li> <li>3) Healthy Family Relationships</li> <li>4) Collaborative Community Partnerships</li> <li>5) Mutually beneficial relationship with UToledo</li> </ol>	<p><b>3-YEAR PICTURE</b></p>
<p><b>CORE FOCUS</b></p>	<p><b>Purpose/Cause/Passion:</b> Help family businesses thrive and grow for the betterment of our community.</p> <p><b>Our Niche:</b> Holistic support, including relationship-building, advice and education, for family businesses through UToledo and community partnerships and relationships.</p>	<p><b>Future Date:</b> June 2023  <b>Membership Size:</b> 285 member companies (35% Friends)  <b>Endowment Size:</b> \$3.5 million –\$ 5 million  <b>Staff Size:</b>          Director, FT          Assistant Director, FT          Event and Marketing Manager, FT          Administrative Assistant, PT          Graduate Assistant, PT          EIR, PT or Faculty Position, FT</p>
<p><b>10-YEAR TARGET</b></p>	<ul style="list-style-type: none"> <li>• Remain financially independent of UToledo</li> <li>• Be known as a nationally respected family business center, presenting or publishing twice a year</li> <li>• Support over 500 member companies through outreach and education programs</li> <li>• Industry leader in peer learning, facilitating over 40 affinity groups/trademarked program</li> <li>• Provide original FB education, offering more than a dozen revenue-generating seminars, workshops, courses, etc.</li> <li>• Contribute to the success of regional family businesses, thus having a positive regional economic impact on the local economy</li> </ul>	<p><b>What does it look like?</b></p> <ul style="list-style-type: none"> <li>• Endowed faculty position (split-funded with COBI)</li> <li>• Aggressive capital campaign</li> <li>• Multiple FB research projects</li> <li>• Multiple, relevant certificate courses/programs</li> <li>• Co-branding University relationships</li> <li>• 30 affinity groups</li> <li>• Cost-share or endowed GA position</li> <li>• National reputation</li> <li>• Thought leader in the industry</li> <li>• Content experts in peer groups/relationships</li> <li>• FBC published articles</li> <li>• Wide variety of programming and events</li> </ul>
<p><b>MARKETING STRATEGY</b></p>	<p><b>Target Market:</b> Owners, family members and non-family executives of family and privately-held businesses in Northwest Ohio and Southeast Michigan</p> <p><b>Three Uniques:</b> Member driven, peer mentoring, academic partnerships</p> <p><b>Marketing Tactics:</b> Strategic partnerships with other FBC's; bold social media plan; creating and distilling FB content; experts in peer group learning (affinity groups)</p>	

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12 MONTH PLAN	QUARTERLY PLANS/ROCKS	ISSUES LIST																																														
<p><b>Future Date:</b> July 1, 2021  <b>Membership Size:</b> 235 (25% Friends)  <b>Endowment Size:</b> \$3 million  <b>Staff Size:</b> Director, FT; Assistant Director, FT            Event and Marketing Manager, PT; Administrative Assistant, PT            Graduate Assistant, PT</p> <p><b>Goals for the Year:</b></p> <table border="1" data-bbox="75 792 699 1406"> <tr><td>Membership goal: 235 (25% friends level)</td></tr> <tr><td>Maintain 94% retention rate</td></tr> <tr><td>Maintain 88% participation rate</td></tr> <tr><td>Grow endowment to \$3 million (current: \$2.3M)</td></tr> <tr><td>Present at a national conference</td></tr> <tr><td>Publish one journal/trade article</td></tr> <tr><td>Offer three niche certificate programs</td></tr> <tr><td>Conduct a revenue benchmark study</td></tr> <tr><td>Increase national brand awareness</td></tr> </table>	Membership goal: 235 (25% friends level)	Maintain 94% retention rate	Maintain 88% participation rate	Grow endowment to \$3 million (current: \$2.3M)	Present at a national conference	Publish one journal/trade article	Offer three niche certificate programs	Conduct a revenue benchmark study	Increase national brand awareness	<p><b>Quarterly Plans through March 2021</b></p> <table border="1" data-bbox="737 488 1356 1438"> <thead> <tr> <th></th> <th>Who</th> </tr> </thead> <tbody> <tr><td>Complete research for peer group equity paper</td><td>Kurstyn</td></tr> <tr><td>Secure \$50,000 campaign gifts</td><td>Angie/Maria</td></tr> <tr><td>Outline YES program involvement</td><td>Angie</td></tr> <tr><td>Outline family mentorship program</td><td>Angie</td></tr> <tr><td>Convert three traditional members to friends of the center</td><td>Kurstyn</td></tr> <tr><td>Podcast plan by end of Q3</td><td>Kurstyn/Emily</td></tr> <tr><td>Board approval of bylaws</td><td>Board</td></tr> <tr><td>Set-up and utilize Google Studio</td><td>Emily</td></tr> <tr><td>Re-connect with international contacts</td><td>Angie</td></tr> <tr><td>Research marketing automation tools</td><td>Emily</td></tr> <tr><td>Create branding opportunities</td><td>Emily</td></tr> <tr><td>Wrap-up sponsor mini-forums</td><td>Emily</td></tr> <tr><td>Draft plan for golf outing</td><td>All</td></tr> </tbody> </table>		Who	Complete research for peer group equity paper	Kurstyn	Secure \$50,000 campaign gifts	Angie/Maria	Outline YES program involvement	Angie	Outline family mentorship program	Angie	Convert three traditional members to friends of the center	Kurstyn	Podcast plan by end of Q3	Kurstyn/Emily	Board approval of bylaws	Board	Set-up and utilize Google Studio	Emily	Re-connect with international contacts	Angie	Research marketing automation tools	Emily	Create branding opportunities	Emily	Wrap-up sponsor mini-forums	Emily	Draft plan for golf outing	All	<table border="1" data-bbox="1398 496 2028 1114"> <tr><td>COVID-19</td></tr> <tr><td>Sponsorship structure</td></tr> <tr><td>Membership structure and dues</td></tr> <tr><td>Endowment size</td></tr> <tr><td>UToledo bureaucracy</td></tr> <tr><td>Keeping a hold on our niche (peer group competition)</td></tr> <tr><td>Content development</td></tr> <tr><td>Commitment and attendance</td></tr> <tr><td>UToledo budget constraints</td></tr> </table>	COVID-19	Sponsorship structure	Membership structure and dues	Endowment size	UToledo bureaucracy	Keeping a hold on our niche (peer group competition)	Content development	Commitment and attendance	UToledo budget constraints
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