

The University of Toledo Family Business Center

2020 EOS Vision/Traction Organizer

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

The University of Toledo Family Business Center

12 MONTH PLAN	QUARTERLY PLANS/ROCKS	ISSUES LIST																																																			
<p>Future Date: July 1, 2022 Membership Size: 265 (25% Friends) Endowment Size: \$3.5 million Staff Size: Director, FT; Assist Director, FT, Event and Marketing Manager, FT; Admin Assistant, PT, Student Worker PT</p> <p>Goals for the Year:</p> <table border="1" data-bbox="75 704 699 1386"> <tr><td>Total membership: 265</td></tr> <tr><td>Friends of the Center: 66</td></tr> <tr><td>New leadership group: food industry cohort</td></tr> <tr><td>Participation rate: 88%</td></tr> <tr><td>Campaign gifts: \$250,000</td></tr> <tr><td>Publish two journal/trade articles</td></tr> <tr><td>Offer three niche certificate programs</td></tr> <tr><td>Non-member PSP registrants: 10</td></tr> <tr><td>Receive at least one grant</td></tr> <tr><td></td></tr> <tr><td></td></tr> </table>	Total membership: 265	Friends of the Center: 66	New leadership group: food industry cohort	Participation rate: 88%	Campaign gifts: \$250,000	Publish two journal/trade articles	Offer three niche certificate programs	Non-member PSP registrants: 10	Receive at least one grant			<p>Quarterly Plans through Oct. 2021</p> <table border="1" data-bbox="737 518 1362 1386"> <thead> <tr> <th></th> <th>Who</th> </tr> </thead> <tbody> <tr><td>Conduct peer equity survey</td><td>Kurstyn</td></tr> <tr><td>Secure \$50,000 campaign gifts/pledges</td><td>Angie</td></tr> <tr><td>Launch PSP registry</td><td>Kurstyn</td></tr> <tr><td>Hire new Marketing Coordinator</td><td>Angie</td></tr> <tr><td>Add five more Friends of the Center (convert or new)/10 new members</td><td>Kurstyn</td></tr> <tr><td>Launch EIR program</td><td>Angie</td></tr> <tr><td>Plan to reach undecided students</td><td>Angie</td></tr> <tr><td>Explore co-branding opportunities with other Centers/organizations</td><td>Kurstyn</td></tr> <tr><td>Launch two certificate programs/hit target enrollment</td><td>Angie</td></tr> <tr><td>Outline for new leadership group</td><td>Angie</td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> </tbody> </table>		Who	Conduct peer equity survey	Kurstyn	Secure \$50,000 campaign gifts/pledges	Angie	Launch PSP registry	Kurstyn	Hire new Marketing Coordinator	Angie	Add five more Friends of the Center (convert or new)/10 new members	Kurstyn	Launch EIR program	Angie	Plan to reach undecided students	Angie	Explore co-branding opportunities with other Centers/organizations	Kurstyn	Launch two certificate programs/hit target enrollment	Angie	Outline for new leadership group	Angie							<table border="1" data-bbox="1398 453 2024 1276"> <tbody> <tr><td>Post-pandemic economy</td></tr> <tr><td>Limited 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>In-person attendance/Zoom fatigue</td></tr> <tr><td>UToledo budget constraints</td></tr> <tr><td>Oversaturation of non-profits</td></tr> <tr><td>Center staffing level</td></tr> <tr><td>Trend of family businesses selling to corporations and private investors</td></tr> </tbody> </table>	Post-pandemic economy	Limited sponsorship structure	Membership structure and dues	Endowment size	UToledo bureaucracy	Keeping a hold on our niche (peer group competition)	Content development	In-person attendance/Zoom fatigue	UToledo budget constraints	Oversaturation of non-profits	Center staffing level	Trend of family businesses selling to corporations and private investors
Total membership: 265																																																					
Friends of the Center: 66																																																					
New leadership group: food industry cohort																																																					
Participation rate: 88%																																																					
Campaign gifts: \$250,000																																																					
Publish two journal/trade articles																																																					
Offer three niche certificate programs																																																					
Non-member PSP registrants: 10																																																					
Receive at least one grant																																																					
	Who																																																				
Conduct peer equity survey	Kurstyn																																																				
Secure \$50,000 campaign gifts/pledges	Angie																																																				
Launch PSP registry	Kurstyn																																																				
Hire new Marketing Coordinator	Angie																																																				
Add five more Friends of the Center (convert or new)/10 new members	Kurstyn																																																				
Launch EIR program	Angie																																																				
Plan to reach undecided students	Angie																																																				
Explore co-branding opportunities with other Centers/organizations	Kurstyn																																																				
Launch two certificate programs/hit target enrollment	Angie																																																				
Outline for new leadership group	Angie																																																				
Post-pandemic economy																																																					
Limited sponsorship structure																																																					
Membership structure and dues																																																					
Endowment size																																																					
UToledo bureaucracy																																																					
Keeping a hold on our niche (peer group competition)																																																					
Content development																																																					
In-person attendance/Zoom fatigue																																																					
UToledo budget constraints																																																					
Oversaturation of non-profits																																																					
Center staffing level																																																					
Trend of family businesses selling to corporations and private investors																																																					