

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</p> <p>Membership Size: 285 member companies (35% Friends)</p> <p>Endowment Size: \$3.5 million –\$ 5 million</p> <p>Staff Size:</p> <p>Director, FT</p> <p>Assistant Director, FT</p> <p>Event and Marketing Manager, FT</p> <p>Administrative Assistant, PT</p> <p>Graduate Assistant, PT</p> <p>EIR, PT or Faculty Position, FT</p>
<p>10-YEAR TARGET</p>	<ul style="list-style-type: none"> • Remain financially independent of UToledo • Be known as a nationally respected family business center, presenting or publishing twice a year • Support over 500 member companies through outreach and education programs • Industry leader in peer learning, facilitating over 40 affinity groups/trademarked program • Provide original FB education, 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 mentoring, academic partnerships</p> <p>Marketing Tactics: 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>Future Date: July 1, 2021 Membership Size: 235 (25% Friends) Endowment Size: \$3 million Staff Size: Director, FT; Assistant Director, FT Event and Marketing Manager, PT; Administrative Assistant, PT Graduate Assistant, PT</p> <p>Goals for the Year:</p> <table border="1" data-bbox="73 792 699 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>Quarterly Plans through Oct. 2020</p> <table border="1" data-bbox="730 561 1360 1433"> <thead> <tr> <th></th> <th>Who</th> </tr> </thead> <tbody> <tr><td>Reach out to advisory board for campaign commitments – seeking 100% participation</td><td>Angie/Maria</td></tr> <tr><td>Develop a plan to increase Web and social media traffic</td><td>Emily</td></tr> <tr><td>Define metrics to track for FY21</td><td>Angie/Emily</td></tr> <tr><td>Officially form an affinity group committee</td><td>Kurstyn</td></tr> <tr><td>Begin deep-dive research for peer group best practices</td><td>Kurstyn</td></tr> <tr><td>Submit peer group article for publication</td><td>Kurstyn</td></tr> <tr><td>Revise Center Bylaws</td><td>Exec</td></tr> <tr><td>Identify and monitor online tracking/analytic metrics</td><td>Emily</td></tr> <tr><td>Research a lead management process to be in place Q3</td><td>Kurstyn</td></tr> <tr><td>Identify opportunities for new certificate programs</td><td>Angie</td></tr> <tr><td>Document and streamline membership and event processes</td><td>Emily/Kurstyn</td></tr> <tr><td>Next gen institute plan set</td><td>All</td></tr> </tbody> </table>		Who	Reach out to advisory board for campaign commitments – seeking 100% participation	Angie/Maria	Develop a plan to increase Web and social media traffic	Emily	Define metrics to track for FY21	Angie/Emily	Officially form an affinity group committee	Kurstyn	Begin deep-dive research for peer group best practices	Kurstyn	Submit peer group article for publication	Kurstyn	Revise Center Bylaws	Exec	Identify and monitor online tracking/analytic metrics	Emily	Research a lead management process to be in place Q3	Kurstyn	Identify opportunities for new certificate programs	Angie	Document and streamline membership and event processes	Emily/Kurstyn	Next gen institute plan set	All	<table border="1" data-bbox="1392 496 2028 1110"> <tbody> <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> </tbody> </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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