

**Columbia River Gorge Technology Alliance**  
**2012 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 projects may arise.**

**GOAL 1: PROMOTE AND SUPPORT MEMBER BUSINESSES**

**Item 1.A: Member Spotlights**

Once per week, a consistent, professional email will be sent out to the GTA Spotlight list (~300 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.

<b>Task:</b>	<b>Owner:</b>	<b>Approximate Deadline and Time Requirements:</b>
Interview members and collect photograph of lead person	Jessica Metta	Ongoing. 30 minutes per week.
Summarize interview into Spotlight format	Jessica Metta	Ongoing. 30 minutes per week.
Issue Member Spotlight and add to GTA website	Jessica Metta	Ongoing. 5 minutes per week.
Invite Members featured that month to speak briefly at the monthly meeting	Jessica Metta	Ongoing. 30 minutes per month.
Revise and share one Member Spotlight with the Gorge Business Review	Jessica Metta	Ongoing. 30 minutes per month.

**Jessica's Total Monthly Time: 4.25 hours.**

**Item 1.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 and information about the Gorge's tech business sector in general.

<b>Task:</b>	<b>Owner:</b>	<b>Approximate Deadline and Time Requirements:</b>
Register table(s) for the job fair	Jessica Metta	March 1, 2012. 10 minutes per year.
Gather information from participating members about open positions	Jessica Metta	March 20, 2012. 30 minutes per year.
Collect all materials and prepare for the table	Jessica Metta, Board Member(s)	March 29, 2012. 30 minutes per year.
Gorge Job Fair	Jessica Metta, Board Member(s)	April 14, 2012. 5 hours per year.

**Jessica's Total Annual Time: About 6 hours.**

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

**Item 2.A: 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. Consider how this medium can be more effective.

<b>Task:</b>	<b>Owner:</b>	<b>Approximate Deadline and Time Requirements:</b>
Invite GTA members to join the GTA's Group on LinkedIn	Jessica Metta	Ongoing. 30 minutes every 6 months.
Post discussion items on LinkedIn to encourage use of the site	Jessica Metta, Board Members	Ongoing. 10 minutes each month.
Encourage members to post job announcements on LinkedIn	Jessica Metta	Ongoing. 5 minutes each.

**Jessica's Total Annual Time: About 3 hours.**

**Item 2.B: Monthly Featured Event**

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

<b>Task:</b>	<b>Owner:</b>	<b>Approximate Deadline and Time Requirements:</b>
Identify an educational topic	Program Committee, Board, Jessica Metta	Ongoing. 1 hour per month.
Secure speaker and location	Jessica Metta	Ongoing. 30 minutes per month.
Publicize meeting	Jessica Metta	Ongoing. 1 hour per month.
Prepare for the meeting, set up	Jessica Metta	Ongoing. 1.5 hours per month.
Attend the meeting	Jessica Metta, Board Members as available	Ongoing. 2.5 hours per month.

**Jessica's Total Monthly Time: 6.5 hours.**

**Item 2.C: Geek Lunches**

Hold Geek Lunches as an opportunity for GTA members to connect with each other to share technology ideas and best practices. These shall occur monthly except as breaks are called for in summer or around the holidays.

<b>Task:</b>	<b>Owner:</b>	<b>Approximate Deadline and Time Requirements:</b>
Confirm location	Jessica Metta	Ongoing. 10 minutes per event.
Identify and invite topic/speaker	Jessica Metta, Arthur Babitz	Ongoing. 10 minutes per event.

Publicize meeting	Jessica Metta	Ongoing at 15 minutes per event.
Attend the meeting	Jessica Metta, Board Members as available	As needed, 1.5 hours per event.

**Jessica's Total Monthly Time: About 35 minutes.**

**Item 2.D: Happy Hour**

Hold GTA Happy Hour as an informal opportunity for GTA members to connect with each other without any presentations or agendas. These shall occur monthly except as breaks are called for in summer or around the holidays.

<b>Task:</b>	<b>Owner:</b>	<b>Approximate Deadline and Time Requirements:</b>
Confirm location	Jessica Metta	Ongoing. 10 minutes per event.
Publicize meeting	Jessica Metta	Ongoing at 15 minutes per event.
Attend the meeting	Jessica Metta, Board Members as available	As needed, 1.5 hours per event.

**Jessica's Total Monthly Time: About 2 hours.**

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

**Item 3.A: Workforce Training Support**

Research membership workforce training needs and work with regional workforce partners (Columbia Gorge Community College, WorkSource offices) to solve these needs.

<b>Task:</b>	<b>Owner:</b>	<b>Approximate Deadline and Time Requirements:</b>
Work on opportunities to offer Project Management and CAD courses, identified as needs in a 2011 membership survey	Jessica Metta, with support from educational and workforce partners	Courses offered in 2012. Approx. 16 hours total including securing trainer, setting up location, outreach to membership and non-members to fill seats

**Jessica's Total Annual Time: About 16 hours.**

**Item 3.B: Monthly E-Newsletter**

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

<b>Task:</b>	<b>Owner:</b>	<b>Approximate Deadline and Time Requirements:</b>
Gather information of interest for the newsletter, including a	Jessica Metta, Board Members	Ongoing. 3 hours per month.

quarterly piece on Gorge commercial real estate opportunities		
Develop and send newsletter	Jessica Metta	Ongoing on each 4 <sup>th</sup> Friday. Included with above time.
Update and add email contacts to the newsletter list	Jessica Metta	Ongoing. 30 minutes per month.

**Jessica's Total Monthly Time: 3.5 hours.**

**Item 3.C: Monthly Featured Event and Geek Lunch**

Hold monthly Featured Events and Geek Lunch to bring current and potential members together to learn about a topic of interest and for networking opportunities. This item is the same as 2.B and 2.C above since they serve both networking and educational goals.

**Item 3.D: Gorge Robotics Program**

Pursuant to the Google grants received, work to develop an exhibition and adult trainings in 2012, support local FIRST® LEGO® League qualifying tournaments, continue and expand the loaner program, improve GorgeRobotics.org and work to develop and support the Gorge Robotics program. The purpose of this program is to interest youth in science and engineering, thereby sparking the development of a Gorge-grown technological workforce. A specific workplan for this item has been developed separately as it depends on targeted grant funding.

**GOAL 4: ACHIEVE ORGANIZATIONAL SUSTAINABILITY**

**Item 4.A: Strategic Planning**

Secure a strategic planning consultant to assist the Board in taking the organization to the next level and identifying a longer-term plan for the organization to ensure the organization continues to serve the needs of the tech business cluster of the Gorge.

<b>Task:</b>	<b>Owner:</b>	<b>Approximate Deadline and Time Requirements:</b>
Apply for grants to cover consultant costs	Jessica Metta	February 1st. 8 hours.
Secure consultant	Jessica Metta, Board Members	As grants allow. 8 hours.
Set up and hold strategic planning sessions	Jessica Metta, All Board Members	As grants allow. 40 to 55 hours.

**Jessica's Total Annual Time: About 56 to 71 hours.**

**Item 4.B: Sponsorships and Memberships**

Secure new and maintain existing sponsors and members of the GTA to provide operational funds. Ensure that membership and sponsorship are providing value to the Gorge tech business cluster and that all promised benefits are being delivered.

<b>Task:</b>	<b>Owner:</b>	<b>Approximate Deadline and Time Requirements:</b>
Identify and contact potential	Board Members, Jessica	Ongoing. 1 hour per month.

sponsors and members	Metta	
Follow-up to ensure commitment	Jessica Metta	Ongoing. 1 hour per month.
Ensure promised benefits are delivered based on level of sponsorship or membership	Jessica Metta	Ongoing. 2 hours per month.

**Jessica's Total Monthly Time: 4 hours.**

**Item 4.C: Organizational Support and Administration**

Develop and support a strong organization through regular meetings of the Board of Directors, Board development, policy development (as needed), financial documentation, website hosting and maintenance, partnership development and maintenance and general administration.

<b>Task:</b>	<b>Owner:</b>	<b>Approximate Deadline and Time Requirements:</b>
Monthly Board meetings (preparation, attendance, follow-up)	Board Members, Jessica Metta	Ongoing. At least 6 hours per month.
Ongoing activities as described above	Jessica Metta	Ongoing. As needed.

**Jessica's Total Monthly Time: About 6 hours.**

**Item 4.D: Review Strategic Partnerships**

Review and update the organization's strategic partnerships with other groups to ensure beneficial outcomes for the GTA and the membership. These groups might include the Software Association of Oregon, Associated Technologies Council, Gorge Chapter of the Oregon Entrepreneurs' Network and Gorge Chambers, among others.

<b>Task:</b>	<b>Owner:</b>	<b>Approximate Deadline and Time Requirements:</b>
Develop and review a summary of current partnerships	Board Members, Jessica Metta	July 2012. 6 hours total.
Conduct outreach with current partners to ensure continued relationships	Board Members, Jessica Metta	July 2012. 6 hours total.
Identify additional potential partners and develop relationships	Board Members, Jessica Metta	July 2012. 3 hours total.

**Jessica's Total Annual Time: About 15 hours.**

**GOAL 5: BRAND THE GORGE FOR HIGH TECH**

**Item 5.A: 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.

<b>Task:</b>	<b>Owner:</b>	<b>Approximate Deadline and Time Requirements:</b>
Contact news outlets to determine possibility for articles	Jessica Metta	As opportunities arise.
Develop press releases about the robotics programs in the Gorge for distribution beyond the Gorge	Jessica Metta	June 1. 1 hour development of PR. 5 hours distribution of PR.

**Jessica's Total Annual Time: 6 hours, plus special projects.**

#### **Item 5.B: Marketing Materials**

Develop and maintain opportunities to educate the public about the purpose and activities of the GTA and its member companies.

<b>Task:</b>	<b>Owner:</b>	<b>Approximate Deadline and Time Requirements:</b>
Develop a new general GTA brochure	Jessica Metta, Marketing Consultant	March 15, 2012 deadline to print new brochure. 10 hours of Jessica's time total.
Improve and maintain the GTA website	Jessica Metta, John Metta	April 15, 2012 deadline for immediate improvements with 5 hours of Jessica's time. Ongoing maintenance with about 2 hours per month.

**Jessica's Total Monthly Time: 2 hours, plus special projects.**

#### **Item 5.C: Participation in Oregon Connections Telecommunications Conference**

Connect the organization and member businesses to the Oregon Connections Telecommunications Conference, hosted by Mid-Columbia Economic Development District in Hood River, to promote their businesses and also brand the Gorge for high tech.

<b>Task:</b>	<b>Owner:</b>	<b>Approximate Deadline and Time Requirements:</b>
Contact conference organizers to offer support via speakers, business surveys or other options	Jessica Metta	Contact early February.
Work with conference organizers to provide speakers, business surveys or other options as needed	Jessica Metta	Conference is October 18 and 19, 2012. Time as needed.

#### **Item 5.D: Member Business Survey**

Update information about our member businesses in order to tell their story better to local, state and federal officials and in our marketing materials both inside and outside of the Gorge.

<b>Task:</b>	<b>Owner:</b>	<b>Approximate Deadline and Time Requirements:</b>
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Develop an online survey to gather information about the number of local employees, number of patents, number of advanced degrees, tech companies per capita, etc.	Jessica Metta, Board Members	Develop survey by April 1. About 3 hours total.
Advertise survey to members and collect responses	Jessica Metta	Two weeks given to complete survey, by April 21. About 2 hours total.
Analyze survey responses and summarize into useful materials	Jessica Metta	May 1. About 10 hours total.

**Jessica's Total Annual Time: About 15 hours.**