

**Plan of Action**

 Strategy:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Steps to Accomplish | Responsibility*(Who is responsible for completing step)* | Key Contact*(If team, key responsibility)* | Goal Date*(Anticipated completion date)* | Completion Date*(Fill in once completed)* |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |



 Strategy:

**Plan of Action: EXAMPLE**

Increase Business Owner’s Use of Web-based Marketing/Sales

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Steps to Accomplish | Responsibility*(Who is responsible for completing step)* | Key Contact*(If team, key responsibility)* | Goal Date*(Anticipated completion date)* | Completion Date*(Fill in once completed)* |
| Work with the Chamber of Commerce and Small Business Development Centerto identify current Web use status and access | Jim, Shirley, & Bob | Bob | Nov. 2015 |  |
| Develop a survey for use with existing small businesses to identify current Webuse status and access | Ann, Sue, & Albert | Sue | Dec. 2015 |  |
| Identify potential curricula and trainers | Robert, Alice, Sam | Alice | Dec. 2015 |  |
| Conduct survey - Each partner will conduct at least 10 one-on-one surveys withidentified businesses | All | Jim | Jan. 2016 |  |
| Analyze surveys | Jim, Shirley, & Bob | Jim | Feb. 2016 |  |
| Explore matches between identified needs (from surveys) and existinge-commerce curricula available through Extension Service | Robert, Alice, Sam | Alice | March 2016 |  |
| Finalize training series content | Robert | Robert | April 2016 |  |
| Recruit instructors | Jim, Bob | Bob | May 2016 |  |
| Develop brochure outlining training content and dates | All | Shirley | June 2016 |  |
| Conduct training series | Bob, Jim Trainers | Jim | Aug. 2016 |  |