

ACTION PLAN: Business Development Plan 2017 - 2019

| Objectives | Actions (Short/long Term) | Responsibility | Estimated Completion Date (ECD) | Status (met 8/3/2017) |
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| <p>A. Research Business structures/opportunities acceptable to NYSARC (S-corps?) 12/7/2017 (Vin Vetre will monitor through BA)</p> <p>B. Research other Arcs/Agencies businesses nation-wide. 12/7/2017 Frank Mutolo and Lou Manzo will monitor and update</p> <p>C. Pursue marketing /setting up on-line businesses here at The Arc (Fine Arc artwork, cupcakes) etc. 12/7/2017 monitored through Business advisory initiatives</p> <p>D. Look into collaborations with for profits/sell products (Fine Arc cards, etc.) through their business. 12/7/17 (Back Burnered see write up on</p> | <p>A. (1). Monitor opportunities as they present themselves as this will determine the course of action the agency takes. (2) Opportunities from various sources and sub committees will be funneled through existing channels.</p> <p>B. (1)Continue process currently in place through Facility/community based marketing teams and funnel through appropriate sub committees. (2) Expand agency presence/exposure to national organizations (NISH,NYSRA, NYSACRA, NYSID) regular representation on regional and national conference.</p> <p>C. Team decided to broaden this objective to research and explore on line sales platforms that could accommodate a multitude of products.</p> <p>D. (1)Explore/inventory current customer lists to look for</p> | <p>(A) Business advisory committee and subcommittees. (Vin to Monitor), EMT,Legal representation. Strategic planning committee.</p> <p>B(1)ES Marketing team.</p> <p>B(2)Business Development and ES Marketing team.</p> <p>C. Community Development/ES Marketing team.</p> <p>D. Business Dev. Rep. Strategic planning committee/Es Marketing team.</p> <p>E. Strategic planning</p> | <p>A.This is an ongoing plan item dependent on the opportunities</p> <p>B. Ongoing.</p> <p>C. TBD</p> <p>D. TBD</p> <p>E. Ongoing</p> <p>F. 1/18</p> | <p>A.Team agrees that this is an objective that will depend on the opportunity. Vin Indicated other agencies have started “shell” LLC in anticipation. Large cost associated. Also Vin indicated the agency would bring in legal team if need be.</p> <p>B. Lou is going to oversee a small group to Collect data on past and present collaborations and visits. Create a method/tool to track this information moving forward. Include NISH/NYSID collaborations. 6/1/17 (lou to present update next meeting excused from this due to attendance at seminar)</p> <p>C. Mark Lou and Frank begin researching platforms possibilities (i.e. what’s out there) for a online point of sales format. Feeling that creating a method to sell</p> |

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| <p>bottom)</p> <p>E. Increase our visibility to the business community. (12/7/17 Mark Dudek, Frank Mutolo, Gail Miskowiec, Rose Larkins)</p> <p>F. Do an environmental/ business scan to survey the needs of the community. (12/7/17 Primarily our(past/future) work with Aim. Lou Manzo will take lead))</p> | <p>opportunities to expand and/or partner. (2) Connect with programs/entities designed to create networking/partnership opportunities.</p> <p>E. Survey and compile Agency current connections/memberships with area Chamber of commerce/Rotary/other business organizations. Determine (based on information) areas of need.</p> <p>F. Compile existing information on the topic. Check with County and Chamber of Commerce. Based on results create targeted surveys/scan to obtain more specific information.</p> | <p>committee. (Mark)</p> <p>F.Committee/Marketing team/ Community Development. (Lou, Steve Mark)</p> | <p>would/could be utilized for any sales idea. (6/1/17. Mark updated, 1. initial steps of re vamping Progress Industries website, indicated Frank Mutolo has been primary responsibility for this action item, Lou to present update next meeting. Indicated the importance of keeping things simple/manageable at this point and this website update/upgrade is best way. 8/3/17Progress Industries website is up and running. New layout and fresh format. Includes collaborations and testimonials.</p> <p>2. Any e commerce platform the payment mechanism is a concern (each one takes a cut) and rating within each (Amazon.com, Wal-Mart.com Etsy.com) where customer feedback, updating information increase or bury your visibility. Vin also indicate potential concerns concerning distribution methods as well (shipping, receiving inventory, storage)</p> <p>3. Steve presented</p> |
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| | | | | <p>information about Source America e commerce platform, member agencies can utilize this platform. Long stated goal to sell and buy from ourselves (as agencies) Action item: Steve forward information to Carl for review. 4. Conversation about limitations and capabilities of Fine Arc involvement in this goal. Kathy will follow up with What the program/director's understanding is regarding fine arc role in the strategic plan, what financial limitation or obstacles might help or hinder their involvement. 8/3/17</p> <p>Information provided by Kathy and included in file.</p> <p>D. Working on revising this goal to better incorporate current initiatives proposed by govt contracting. Corporate partnerships (partnering with corporations (who need the disability ratios to get preferred sourcing contracts) we provide the labor. (6/1/17.</p> |
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| | | | | <p>Vin indicated began looking at current vendors we utilize for partnership possibilities i.e. Utilizing purchasing dept. to introduce marketing team to key contacts at Hill and Marks.) Action Item: Vin can we generate a list of businesses/firms we do business with as an agency)8/3/17 Vin provided this information and it will be reviewed and included in database of business connections. Discussions about utilizing an exisiting database created years ago to process lead development out of ES. Steve will gain access and review. Ideally This will possible tie in all business we have contact with. It will be accessible tool across department lines to increase both presence and track utilization.</p> <p>E. This is a goal that needs further work. Overall teams discussed about current involvement. 2 Rotary groups, NISH NYSID 3 Chambers of Commerce.</p> |
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| | | | | <p>Business after hours events Genesis LMV events etc. NYSRA and currently pursuing trade organization connections, Overall feeling that we need a method to share information about events beyond the isolated groups that are immediately connected 6/1/17 This goal was discussed at length this meeting. The committee felt that this objective is certainly the easiest to accomplish, and could yield the most results in regards to business development as well as other department and strategic planning agendas. Discussed the need for a central point, where information is gathered (possibly an identified position within CD) and distributed. Also discussed a formalized plan action to accompany so all departments (through leadership) relay and contribute information. Vin used example of safety initiative. Action items: Involve Russ possibility of calendar of events format.</p> |
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| | | | | <p>Mark indicated the possibility of utilizing his new position as a conduit. Steve Develop a blueprint for plan of action.</p> <p>8/3/17. Will continue to work on a formalized single point of access to enter and desiminate information regarding presence in business and industry organization as well as Networking opportunities that are beneficial for all dept. Currently it was discussed to utilize the leadership forum to present this information with the idea that leader will relay and bring back information through their manager meetings. (steve to get permission to utilize Leadership meeting.</p> <p>F. Aim process, compile research on existing surveys. Conduct survey of existing customers through facility based. Laurel, Kathy Terrie survey existing presence in work sites, volunteer sites key contacts basic work need (volunteer and otherwise.</p> |
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| | | | | <p>Valuable information lies in pockets find a way to compile and use for all programs to benefit. (6/1/17 Lou to present updates from Aim in detail data base, sales marketing information for next meeting. Steve gave a broad update regarding their role. 8/3/17. Currently dept. is creating key current customer profiles and working with Consultant targeting new markets/customers who have similar needs. At the end of this process we should have a comprehensive report including what industries and business we should target for increase business and/or new accounts.</p> <p>Kathy Terrie Luarel will compile list of volunteer/worksites throughout respective departments for next meeting, 8/3/17. Received information will review and analyze for next meeting. Assess for ties ins to database.</p> |
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| Board Objectives | Actions (Short/long Term) | Responsibility | Estimated Completion Date (ECD) | Status |
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| <p>A. The Business Advisory Committee meets every two weeks – reports should follow each meeting.</p> <p>B. Help locate and contact business subject experts in their respective areas of expertise to share knowledge and experience.</p> <p>C. Help to connect with the Chamber of Commerce to educate business owners and the community.</p> | <p>Per initial instructions The board objective are separate from this work group.</p> | | | |

10/5/2017: Update

Since my Action plan format on my strategic plan is becoming a bit overwhelming and I imagine a bit difficult to read/follow. As a result I figured I would email my update for the time being until I can figure a better way to update on the current format.

Newest update.

The main focus of this meeting (and probably the next several) is researching/creating a centralized database/tracking system for all applicable departments to record activities/information on:

1. Vendor/purchasing interactions (FM)
2. Marketing/ business development Activity (D&P)
3. Volunteer activities Day Hab/CFS).
4. New and old business/ sales activity (facility based).
5. Website activity
6. Trade shows.

We are currently evaluating an existing database developed for ES in an effort to avoid re-inventing the wheel (JDE Data base)

As appropriate, each department is reporting how/if they currently track and report on these activities

Reaching out to IT

(Mark is working with Dan) researching the ability to track “hits” on our current web platforms.

12/7/17

There were two main agenda items for this meeting:

1. Discussion about the JDE database and how that may serve the objective of many of the items within the strategic plan.
2. Discussion about responsibilities in my (Steven Nicotera, Chair) absence

JDE:

Russ Bell, attended this last meeting in order to provide some technical information and input in regards to utilizing this data base for purposes of interdepartmental business activity moving forward.

From the last meeting key contact points of the committee was asked to take a look at the format of the JDE database to assess its usability and applicability given the agenda of our strategic planning assignment.

1. Overall the committee feels that it would meet the objectives of a centralized database for recording, tracking and sharing business contact information.
2. The committee identified that this would be a tool and as such is only as good as the “departmental Buy In” and the ability to update and keep current/relevant.
3. There is substantial discussion about original intent and function of the database (created by IT dept for ES) and how it would look going further.
 - a. At this point the committee thought it would be a two tiered user system.
 - i. Front line:
 1. Community Based Employment Specialist, Facility Based Business development and FM.
 - a. Primary users, Active input, activity tracking, tracking customers/contacts, report generating
 - ii. Secondary:
 1. Purchasing, Day hab, Public relations/development
 - a. Able to view, utilize as needed.
4. Discussions on who should Take the lead on JDE activities moving forward.
 - a. Initially the thought was Frank Mutolo and Mary Weaver as they are the most familiar at this point (Stressed this must go through supervisors as well).

Assignment Summary:

- A. Organizational Structure: Very broad and expansive strategic item that would involve Board, Arc of NY and executive management. Also very dependent on the opportunity that would be presenting. Vin will monitor need and present to committee if needed.
- B. Research ARC's similar Non profits Nationwide: A strong component of Frank Mutolo and Lou Manzo's job already. Dx tie in to tracking activities more formally through JDE like data base. Stay/strengthen connection to Federal and state organizations (NYSID Source America)
- C. On line presence. Initial phase of this strategic item was the roll out of the re constructed Progress industries Web site. Tracking hits, measure effectiveness, build a strong internet presence presence. (opportunities monitored through Business advisory) Mark Dudek, Frank Mutolo and Lou Manzo will maintain connection with IT to evaluate ability to measure and track "hits".
- D. Look into collaborations to sell products (fine Arc/cupcakes): Back burner Did some early research on platforms and availability. Revisit when product line/commodities are established.
- E. Increase visibility in Business community: Very involved component. Established a network of key staff to attend business after hour, chamber rotary and other business related trade groups to increase presence. Mark Dudek, Gail, Rose Larkins and Frank Mutolo will continue this item and report to Leadership through Mark Dudek. Mark will revisit new staff within development taking over some responsibilities when fully trained
- F. Environmental business scan: Primarily we have accomplished this objective through a connection with AIM. Manufacturing based, govt. funded entity that is established through regional economic development initiatives to assist business growth. Initial assessment, marketing and costing projects established through a grant with NYSRA. Further Low or no cost opportunities with them moving forward. Lou, Vin and Gail will continue to monitor with Lou being the primary contact to Project Coordinator.