

# Commonwealth Marketing Office (CMO)

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## Business Plan

FISCAL YEAR 2013

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**Mission:**

The Commonwealth Marketing Office was established in the Economic Development legislation of 2010 as part of the Massachusetts Marketing Partnership (“MMP”), which also includes the Massachusetts Office of Travel and Tourism (“MOTT”) and the Massachusetts Office of International Trade and Investment (“MOITI”). Under the legislation, the mission of the MMP is to “coordinate marketing efforts on behalf of the commonwealth” and “act as the central entity and coordinating organization for marketing initiatives on behalf of the commonwealth... to advance the commonwealth’s interests and investments in travel and tourism, international trade and economic development. The CMO’s focus is on the promotion of Massachusetts in order to further economic development. Specifically, the CMO works with its sister agencies within the MMP, other state agencies and quasi-state agencies, and private organizations to promote Massachusetts as, a place to do business, a place to work and live, and an education destination.

**Strategic Goals, Action Steps and Performance Measures**

<b>Goal</b>	<b>Action</b>	<b>Measurement</b>
<b>Support Innovation and Entrepreneurship</b>	Attract to and retain talent in Massachusetts:  2.2.1 Increase by 20% annually over the next five years the number of internship placements made by multi school, multi-employer internship programs, building on the examples of programs run by the Greater Boston Chamber of Commerce, the Federal Reserve Bank of Boston, Mass Technology Leadership Council, the Massachusetts Marketing Partnership, the Massachusetts Clean Energy Center and the Massachusetts Life Sciences Center, as	% annual increase in # of programs  # of programs beginning in 2011 and then going forward

	<p>well as newly proposed programs such as the Massachusetts Startup Fellows Program, The internship programs should, in particular, focus on facilitating the flow of young students into young companies to help them integrate into the local economy.</p> <p>Create and publicize opportunities to connect students to Massachusetts communities, resources and assets, professional networks</p> <p>Market Massachusetts as education destination –Pilot program in Southern California market (joint with MOTT)</p>	<p>Buildout of Mass It's All Here website as aggregator of opportunities</p> <p># of Facebook followers</p> <p># of Twitter followers</p> <p># of colleges/universities that direct students to Mass It's All Here website</p> <p># of programs in highschools connecting students to businesses/professions</p> <p>Increase in # of programs in high schools connecting students to businesses/professions</p> <p># of colleges participating</p> <p>% increase of student applications</p> <p>% increase of students from market attending MA colleges and universities participating in pilot</p> <p># of student applications</p>
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	<p>2.4.4 Assist MOBD in working with existing companies to locate call centers, sales, marketing, and other administrative functions to State</p>	<p>from market</p> <p>Number of companies contacted; number of qualified prospects and number of successful expansions.</p>
<p><b>Increase Ease of Doing Business</b></p>	<p>Market Massachusetts as a place to do business</p> <ul style="list-style-type: none"> <li>• 4.3.1 Increase by 20% annually over the next 5 years the number of private sector "ambassadors"</li> <li>• Assist MOITI with creation of Global Alumni Network to connect alumni of MA colleges/ universities who are located around the world to MA</li> <li>• Publicize to ambassadors and others information about doing business in Massachusetts to Ambassadors- highlights, recognitions, industry leadership</li> </ul> <p>4.3.2 Assist MOTT, MOITI and other agencies with leveraging status as host of</p>	<p>Number of Ambassadors</p> <p>% increase in number of Ambassadors</p> <p>Increased % of utilization</p> <p># of MA Global Alumni joining</p> <p># of Global Alumni events</p> <p>Creation of website/social media site; # of followers/members</p> <p># of Twitter followers/# of tweets</p> <p># of meetings between</p>

	<p>international conferences to better connect and market key industry clusters</p> <p>4.3.3 Work with MOITI, Massport, and MOTT to increase the number of direct flights between Massachusetts and other global centers of activity for our key industry clusters</p> <p>4.3.4 Assist MOBD and MassEcon with development and distribution of marketing information showcasing "development ready" sites across State; showcase lower cost alternatives</p> <p>Develop new "business" page website for HED and mass.gov</p> <p>Further develop Mass It's All Here website and tie to HED website</p>	<p>MA businesses and conference attendees</p> <p># of direct flights</p> <p># of new proposals for direct flights</p> <p>Increase in # of direct flights</p> <p># of sites explored</p> <p># of successful placements</p> <p>Track and monitor website analytics and usage</p> <p>Track and monitor website analytics and usage</p> <p># of internship postings</p> <p># of employers using site</p>
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