

COMMITTEES AND REGIONAL TEAMS DESCRIPTION

MASS BIZWORKS (FORMERLY EBE)

1. Marketing Committee - proposed agenda items
 - a. Small Business Portal review
 - b. Marketing Materials development
 - c. Public Announcements/Media
 - d. How to market our successes
 - e. Linked In
 - f. Face book
 - g. Twitter
 - h. What will our combined message look like?
 - i. Coordinating a marketing plan (avoid stepping on toes while still offering a complete services message)
 - j. Business visitation programs coordination
 - k. Identifying target audiences (the right Business and best way to reach them)
2. Staff Training and Development
 - a. Train all staff that interface with businesses on all programs and services
 - b. The Lazer Program/Chouserv (Identifies all services a company is eligible for)
 - c. Business Services Training (Certifications) (understanding the business cycle – reviewing models from other states)
 - d. Training on Business relationship building/follow up
 - e. Interagency training on all business services (i.e. Work share)
 - f. Understanding the skills gaps
3. Systems Development
 - a. One system that shares interagency services/company visits, for anyone one company (An example exists from the Forecasting Program)
 - b. Tracking of multiple agency services
 - c. Results tracking and a method for use in marketing efforts
 - d. Dashboard to pull all business services information together, across all agencies

The 5 regional operations units will be tasked with day to day operations. Products developed through the committees above and from input from these 5 ground level teams will craft and assist in the operation but collaboration is the obvious key to our success.