

Attachment C

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 any 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 five 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.