

**2006-2007**

**Strategic Goal:** Develop a Business Plan for the Kirkwood Center for Continuing Education

Action Steps	Action Leader	Timeline												
		Jul-06	Aug-06	Sep-06	Oct-06	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	
1. Construction Begins.			X											
2. Research equipment needs, AV, computer, other.	Todd	X	X	X	X	X	X							
3. Visit other conf. facilities/research	Todd				X	X				X	X			
4. Identify services to be offered and target audience.	Katie, Todd, Tom, Kim							X	X	X	X			
5. Research and test usefulness of Raiser's Edge for conference booking, ticketing and registrations.	Todd and helpers							X	X	X	X	X	X	
6. Staffing Considerations.	Admin Team									X	X	X	X	
7. Begin Catering Connections.	Todd											X	X	
8. Preliminary Budget.	Todd													X
9. Develop initial marketing plan.	Todd/Tom													X

**Personnel:**

**Success Indicators:**

**Key Performance Indicator:** Community Responsiveness, Customer Service, Stakeholder Service