

Plan of Action: EXAMPLE

Strategy: _____

| Steps to Accomplish | Responsibility <i>(Who is responsible for completing step)</i> | Key Contact <i>(If team, key responsibility)</i> | Goal Date <i>(Anticipated completion date)</i> | Completion Date <i>(Fill in once completed)</i> |
|---|---|---|---|--|
| Work with the Chamber of Commerce and Small Business Development Center to identify current Web use status and access | Jim, Shirley, & Bob | Bob | Nov. 2015 | |
| Develop a survey for use with existing small businesses to identify current Web use status and access | Ann, Sue, & Albert | Sue | Dec. 2015 | |
| Identify potential curricula and trainers | Robert, Alice, Sam | Alice | Dec. 2015 | |
| Conduct survey - Each partner will conduct at least 10 one-on-one surveys with identified businesses | All | Jim | Jan. 2016 | |
| Analyze surveys | Jim, Shirley, & Bob | Jim | Feb. 2016 | |
| Explore matches between identified needs (from surveys) and existing e-commerce curricula available through Extension Service | Robert, Alice, Sam | Alice | March 2016 | |
| Finalize training series content | Robert | Robert | April 2016 | |
| Recruit instructors | Jim, Bob | Bob | May 2016 | |
| Develop brochure outlining training content and dates | All | Shirley | June 2016 | |
| Conduct training series | Bob, Jim Trainers | Jim | Aug. 2016 | |