



CRITICAL TALENT WORKPLAN
2010 Plan of Action

Mission: The Mission of the Eau Claire Area Economic Development Corporation is to facilitate the growth of quality job opportunities in the Eau Claire area.

Objective: Research, assess, develop and implement strategies and marketing tools that *will attract and retain talent that drives innovation and area businesses.*

Goals:

- 4,000 new talent profiles in SMARTT Network (**50%** active)
- 25 paid subscribers to the SMARTT Network
- 50 active/implemented subscriber campaigns
- 85% Subscriber Retention
- 20,000 Unique Visitors
- 50% Returning Visitors

Plan of Action 2010

Time	Project	Project Purpose	Staffing Plan	Budget	Lead
Feb	Report on tactics to increase usage by subscribers	Meet with subscribers, cover subscriber training materials, discuss their internal processes and how SMARTT could be used	EDC staff, committee, intern	0	
Feb	Enhance Marketplace section	Integrate Marketplace section with the existing SMARTT database; supported by Momentum West	EDC Staff, Committee	\$10,000	
Ongoing	Pursue Appropriate Grant Programs	EDA, Kauffman Foundation, Edward Lowes Foundation, etc.	EDC Staff		
April & Sept	Create "stickiness" for website	Develop something on the site to keep talent users engaged and keep them returning to SMARTT; can include social media (i.e. microblogging, social networks, social bookmarking, blogs, etc.)	EDC Staff, Committee, marketing intern	\$1500	
Ongoing	Increase technologies and features in Technology section	Whitepapers, videos, find additional technology partnerships/sources	EDC Staff	0	
June	Implement CRM/Marketing Automation software	Find possible tools to help automate marketing efforts and manage multiple databases	EDC Staff, Committee	\$500	
Ongoing	Prioritize web site enhancements	Committee will review propose upgrades to the web site and prioritize the improvements for the EDC	EDC Staff, Committee, intern	0	
August - Dec	Relationship Marketing Strategies	Identify new methods to reach talent who have left the market	EDC Staff, Committee	0	
Sept	Promote Specific Sections: Marketplace & Relocation	Increase traffic by users that need this information	EDC Staff, Committee, intern		