

## Work Plan for FM Strategic Plan 2018-2020

<b>Goal 2: Increase <u>identity</u> of FM in the community</b>  <b>Scope-</b> Establish clear and aligned brand identity and image to build FM's reputation, including assessing our current state to plan for the future.				<b>Team:</b> Brian, Don R., Judy, Michael, Sr. Marilyn, Elaine, and Dawn <b>Leader:</b> Brian Forschner <b>Staff:</b> Elaine
<b>Objective 1: Develop strategy for FM name and mission recognition</b>				
Action Steps	Owner	Start/Due	Metrics/Deliverables - (color code for status)	Comments
1) Review current materials and approach to determine areas needing improvement. a) Create lists of materials and summarize our current branding approach.	Dawn & Elaine gather info Committee reviews	April to July 1 2018	Review complete.	Complete
2) Identify audiences (internal and external) and partners.	FM directors Committee	April to July 11, 2018	Audiences identified by directors and by committee	Complete
3) Determine if revisions need to be made, such as: Branding, Website/social media, E-marketing, Print, Elevator speech. Identify gaps. Summarize needs.	Committee	July to Oct 2018	Revisions that are needed are identified.	It is determined that Barn is the priority focus. Other recent identity updates for FM as a whole are acceptable for now.
4) Develop a plan for communications and marketing.	Committee	Nov 2018 to Apr 2019	Written plan complete	Plan will focus on Barn

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### Objective 2: Identify and secure resources to accomplish plan

Action Steps	Owner	Start/Due	Metrics/Deliverables - (color code for status)	Comments
1) Identify resources available and gaps	Dawn & Elaine, committee	April to May 2019	List complete	
2) Secure additional resources needed	committee	April to December 2019	Resources secured	Budget issue
3) Create/revise materials as determined by plan	Dawn & Elaine	March 2019 to March 2020	Materials revised based on priority	

### Objective 3: Implement strategy to stakeholders and community

Action Steps	Owner	Start/Due	Metrics/Deliverables - (color code for status)	Comments
1) Educate all stakeholders on consistent message plan. a) Develop style guide b) Develop/execute internal training and common branding program c) Develop/execute formal Board training and orientation program d) Educate and engage external stakeholders and other community measures	Dawn and Elaine	March 2020 to December 2020	<ul style="list-style-type: none"> <li>Style guide complete.</li> <li>Initial education sessions complete.</li> </ul>	
2) Other activities as determined by plan				