Dougherty, Michael

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| **Goal #1:** Create 3 original events based solely on Fort McCoy Active Duty Soldier’s needs |
| **Relate Key Action/Objective to the KRA’s in the tables below: (Remember to make your objectives SMART)** |
| x | KRA# 1: Increase Customer Focused Programming |  | x | KRA# 5: Pursue External Partnership Opportunities |
|  | KRA# 2: Maximizing Use of Facilities | x | KRA# 6: Develop Internal Marketing Strategies |
|  | KRA# 3: Expanded non-Facility Based Programming |  | KRA# 7: Improved Common Support Services |
|  | KRA# 4: Integrated Programming | x | KRA# 8: Implementing Team Approach |
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| Key Action / Objective 1.1:  | By May 1st have one survey written and edited to determine the wants of the Fort McCoy Active duty soldier. |
| Measurement and Timeline: |  |
| Possible Barriers | Procrastination, Exterior agencies find it not important, unable to acquire approval |
| TASK # | TASK | Measurement of Success | Action Officer  | DATE |
| 1.1.1 | Write 20 interview questions | 20 Interview question complete | Mike Dougherty | April 7th |
| 1.1.2 | Select best quality questions | Narrow the list to 10 questions | Events team | April 10th |
| 1.1.3 | Format the Survey | Completed Survey ready for approval | Marketing |  |
| 1.1.4 | Submit to Upper level management for approval | Approval to disseminate survey | Upper level Management | April 22nd |
| 1.1.5 |  |  |  |  |

\*Add lines as necessary

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| Key Action / Objective 1.2:  |  On May 4th the survey will be sent by email to all active duty soldiers currently working on post. |
| Measurement and Timeline: |  |
| Possible Barriers | Procrastination, Security of units on post, unable to acquire emails |
| TASK # | TASK | Measurement of Success | Action Officer  | DATE |
| 1.2.1 | Develop unit POC list | List developed | Mike Dougherty | 4/20 |
| 1.2.2 | Contact Unit POCs for email information of their soldiers | Emails list back to us | Unit POCs | 5/1 |
| 1.2.3 | Set up distribution list with emails | Emails entered into a distribution list | Mike Dougherty | 5/3 |
| 1.2.4 | Email the Survey out to the distribution list | Survey sent to all members on the list | Marketing | 5/4 |
| 1.2.5 |  |  |  |  |

\*Add lines as necessary

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| **Goal #2:**  Increase total patronage at MWR events by 10% |
| **Relate Key Action/Objective to the KRA’s in the tables below: (Remember to make your objectives SMART)** |
| x | KRA# 1: Increase Customer Focused Programming |  | x | KRA# 5: Pursue External Partnership Opportunities |
|  | KRA# 2: Maximizing Use of Facilities | x | KRA# 6: Develop Internal Marketing Strategies |
|  | KRA# 3: Expanded non-Facility Based Programming |  | KRA# 7: Improved Common Support Services |
| x | KRA# 4: Integrated Programming | x | KRA# 8: Implementing Team Approach |
|  |
| Key Action / Objective 2.1:  | Hold a managers meeting with all MWR directors every week on Monday at 10 AM to go over all upcoming programs. |
| Measurement and Timeline: |  |
| Possible Barriers | Soldiers not available in May, On post restrictions, Already operating at full capacity for event |
| TASK # | TASK | Measurement of Success | Action Officer  | DATE |
| 2.1.1 | Create a list of directors and Managers | List created | Mike Dougherty | 4/7 |
| 2.1.2 | Write Meeting Agenda | Agenda finished | Events Team | 4/9 |
| 2.1.3 | Send email to all directors and managers of the list | Email Sent | Mike Dougherty | 4/10 |
| 2.1.4 | Hold 1st meeting | is have 85% of the directors and manages list show up to the meeting | Events Team | 4/14 |
| 2.1.5 |  |  |  |  |

\*Add lines as necessary

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| Key Action / Objective 2.1:  | Create a word of mouth marketing campaign started by April 14th where our front line staff is assigned 1 program to sell each day. |
| Measurement and Timeline: |  |
| Possible Barriers | Lack of participation by managers or front line staff, Disinterest by customers or front line staff, lack of accountability from managers |
| TASK # | TASK | Measurement of Success | Action Officer  | DATE |
| 2.2.1 | make a list of events that will be sold for next 2 Weeks | List is complete | Events Team | 4/7 |
| 2.2.2 | Write a sales pitch script for all events being sold for next 2 weeks | Sales pitches are written | Events team | 4/10 |
| 2.2.3 | Brief all directors and manager on events sales | 100% of managers hear briefing | Events Team | 4/13 at 2 PM |
| 2.2.4 | Brief all staff on events sales | 90% of staff hears briefing on events | Directors and Managers | 4/13 at 5 PM |
| 2.2.5 |  |  |  |  |

\*Add lines as necessary