

2021 TEAM COALITION STRATEGIC PLAN



FY 2021 TRAINING COMMITTEE PROJECTS



■ On track ■ Future deliverable
■ May be delayed
■ Off track [COMPLETED PROJECTS](#)

	MAR	APR	MAY	JUN	JUL	AUG	SEP
Develop collegiate content	Develop Toolkit	Sales Strategy		New Product Ready to Sell			Goal: 20 Schools
Ensure training is competitively priced			Regional, State & Local Programs				
Enhance training product – in-person and online	Hybrid Training Option	FY22 Budget Requests to BOD		Special Needs Accommodation			
Develop e-commerce for training products		Trainer/ Professor Payments	Bartender (Unaffiliated) Payments				Evaluate Ecommerce Usage
Provide access to data and subject matter experts		Plan in Development					
Develop partnerships with state certification agencies	Connect with 1 st tier states	Budget application fees	Connect with 2 nd Tier States		Connect w/ Remaining States		
Ensure TEAM trainers are the best of the best	Review Current MT Requirements		Recruitment & Accountability		Brief MTs on training database enhancements		Ensure all MTs meet requirements
Maximize training revenue		Non-Member Incentive					Launch starter kit, non-member incentives
Manage promotional assets	1 st MT Videos			Distribute MT Videos			

FY 2021 TRAINING COMPLETED PROJECTS



[Students certified in pilots for collegiate content](#)

[Student payments through ecommerce for training products](#)

[Maximize training revenue – Covid discount](#)

[Manage promotional assets- Training menu website updates](#)

FY 2021 MARCOMM COMMITTEE PROJECTS



- On track
- May be delayed
- Off track

■ Future deliverable

COMPLETED PROJECTS

	MAR	APR	MAY	JUN	JUL	AUG	SEP
Improve TEAM's website and social media		Quarterly Report, Graphic Designer SOW Complete		Quarterly Report			Quarterly Report
Develop, manage brand standards	Committee Feedback		Draft Media Kit		Final Media Kit		Update with FY21 Info
Enhance media relations		Finalize Kit		Quarterly Report			Quarterly Report
Engage in industry conversations	Committee Review			Quarterly Report			Quarterly Report
Develop mutually beneficial partnerships	Develop Goals	Committee Review		Implement Goals			Review Goals
Manage value proposition assets							Review for Updates
Provide sponsorship support services	Outline for Fees	Committee Review	Share with BOD	Membership Votes			Implement Fees in FY22
Reimagine fan engagement offerings and activities	Best Practices	FY22 Budget Requests to BOD; Special Project Brainstorm	Special Project to BOD	Special Project to Membership			
Manage monthly newsletter	3/8/21	4/12/21 Q2 Report	5/10/21	6/14/21 Q3 Report	7/12/21	8/9/21	9/13/21 Q4 Report

FY 2021 MARCOM COMPLETED PROJECTS



[Improve TEAM's website and social media](#)

[Develop, manage brand standards](#)

[Enhance media relations](#)

[Engage in industry conversations](#)

[Manage value proposition assets](#)

[Reimagine fan engagement offerings and activities](#)

[Manage monthly newsletter](#)

FY 2021 MEMBERSHIP COMMITTEE PROJECTS



- On track
- May be delayed
- Off track

■ Future deliverable

COMPLETED PROJECTS

	MAR	APR	MAY	JUN	JUL	AUG	SEP
Clarify membership offering		Share plan with BOD		Members Vote on Tiers			
Manage membership recruitment assets	Finalize docs	Post assets on website					
Engage members	Membership Dues Invoices	Committee Surveys		Membership Meeting			
Recruit new members			Establish Targets		Intros to 5 targets		Q4 Progress Report
Reimagine fan engagement offerings and activities	Best Practices	FY22 Budget Requests to BOD; Special Project Brainstorm	Special Project to BOD	Special Project to Membership			
Provide fan engagement consultation services	Develop Toolkits	Post content on website					

FY 2021 MEMBERSHIP COMPLETED PROJECTS



[Clarify membership offering](#)

[Manage membership recruitment assets](#)

[Engage members](#)

[Reimagine fan engagement offerings and activities](#)

[Provide fan engagement consultation services](#)

[Manage value proposition assets](#)

FY 2021 GOVERNANCE & FINANCE COMMITTEE PROJECTS



■ On track ■ Future deliverable
■ May be delayed
■ Off track [COMPLETED PROJECTS](#)

	MAR	APR	MAY	JUN	JUL	AUG	SEP
Maintain clear expectations	Board Orientation						
Cultivate culture of feedback		Committee Surveys		Survey Results			ED Performance Review
Recruit strategically	Identify Director-at-Large candidates	BOD Survey		Survey Results			
Budget includes input from stakeholders		Committee Chairs Submit Budget Requests	BOD Review	Membership Vote			
Budgetary performance monitored and addressed		Quarterly Review		Quarterly Review			
Maintain active committees		Quarterly Review		Quarterly Review			

FY 2021 GOVFIN COMPLETED PROJECTS



[Maintain clear expectations](#)

[Recruit strategically](#)

AWARENESS OBJECTIVES



**TEAM IS A STRONG
BRAND**

**TEAM IS A "GO-TO"
RESOURCE FOR
MEDIA AND
INDUSTRY**

AWARENESS OBJECTIVES

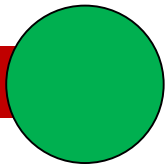


- On track
- May be delayed
- Off track

■ Future deliverable

COMPLETED PROJECTS

	MAR	APR	MAY	JUN	JUL	AUG	SEP
<u>Improve TEAM's website and social media</u>		Quarterly Report, Graphic Designer SOW Complete		Quarterly Report			Quarterly Report
<u>Develop, manage brand standards</u>	Committee Feedback		Draft Media Kit		Final Media Kit		Update with FY21 Info
<u>Enhance media relations</u>		Finalize Kit		Quarterly Report			Quarterly Report
<u>Engage in industry conversations</u>	Committee Review			Quarterly Report			Quarterly Report



Website Improvements

- Audit website and make recommendations
- Add more images, less text
 - [Committees](#)
 - [Training menu and all sub-menu pages](#)
- Report website traffic, functionality quarterly
- Update website monthly at a minimum

Project Owners

- TEAM lead - Liz



Key Stakeholders

- Executive Director
- Strategy32 + Graphic Designer (donated by Constellation Brands)
- Board of Directors

Milestones

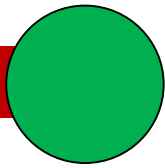
March	April	June	September
Make design changes	Quarterly website traffic report, Strategy32 scope of work complete	Quarterly website traffic report	Quarterly website traffic report
In Progress	In Progress	Not Started	Not Started

Notes

Constellation Brands has donated the services of Strategy32 (Suzanne McGovern) and her graphic designer for design support

Next Steps





Establish and Enforce Brand Standards

- Logo use
- Responsibility Has Its Rewards use
- Font
- PPT deck template
- One-pager template
- Audit internal and external communications annually

Project Owners

- TEAM lead - Liz



Key Stakeholders

- Executive Director
- Strategy32 + Graphic Designer (donated by Constellation Brands)
- Board of Directors

Milestones

February **March** **May** **July** **September**

TEAM Staff updates current brand standard assets with Strategy32	Committee provides feedback and edits are made by S32	TEAM Brand standards are put into a media kit	Media Kit approved and added to website	Updates to kit with new fiscal year information
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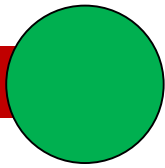
Complete In Progress Not Started Not Started Not Started

Notes

Constellation Brands has donated the services of Strategy32 (Suzanne McGovern) and her graphic designer for design support

Next Steps





Enhance Media Relations

- Develop media relations engagement plan – in dropbox
- Report progress at biannual membership meetings
- Press release templates – in dropbox
 - RHIR winners
 - New member
 - Response to incident of negative behavior

Project Owners

- TEAM lead - Liz



Key Stakeholders

- Executive Director
- Graphic Designer
- Board of Directors

Milestones

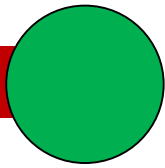
February	March	April	September
Committee Reviews messages and provides insight/feedback on plans for media engagement	TEAM implements feedback and creates a schedule/outline for media engagement & PR templates	Final plan & schedule is reviewed by committee and put in place; final PR edits are made	Metrics of plan are reviewed & updates are made; Committee reviews templates are still up to date
Completed	In Progress	Not Started	Not Started

Notes

Subcommittee reviews engagement plan materials
<http://bit.ly/TEAMMarComm>

Next Steps





Engage in Industry Conversations

- Establish list of events/programs where TEAM should participate – in dropbox
- List of important industry conferences/speaking engagements
- TEAM provides at least 1 meeting (virtual or in-person) for sports/entertainment industry members

Milestones

February	March	June	September
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TEAM Staff lead creates document with past engagements

Committee reviews list and shares other opportunities for engagement

Complete

In Progress

Project Owners

- TEAM lead – Liz



- Secondary



Key Stakeholders

- Executive Director
- Master Trainers
- Facility Senior Managers
- Board of Directors

Notes

<http://bit.ly/TEAMMarComm>

Next Steps



FISCAL STABILITY OBJECTIVES



Training is known in the industry as ‘the gold standard.’

TEAM has a strong value proposition for members.

TEAM is an expert in fan engagement.

TRAINING IS KNOWN IN THE INDUSTRY AS “THE GOLD STANDARD”



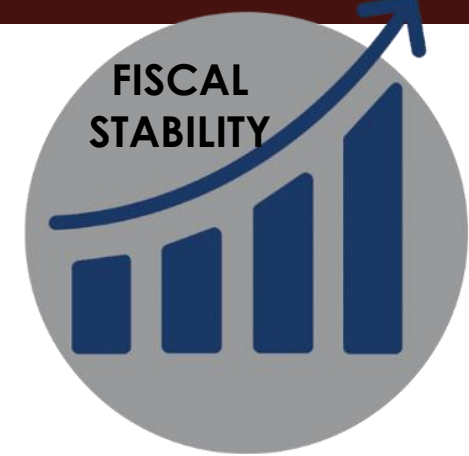
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- Off track

■ Future deliverable

COMPLETED PROJECTS

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<u>Ensure training is competitively priced</u>			Regional, State & Local Programs				
<u>Enhance training product – in-person and online</u>	Hybrid Training Option	FY22 Budget Requests to BOD		Special Needs Accommodation			
<u>Develop ecommerce for training products</u>		Trainer/ Professor Payments	Bartender (Unaffiliated) Payments				Evaluate Ecommerce Usage
<u>Develop partnerships with state certification agencies</u>		Budget application fees	Connect with 2 nd Tier States		Connect w/ Remaining States		
<u>Ensure TEAM trainers are the best of the best</u>	Connect with 1 st tier states		Recruitment & Accountability		Brief MTs on training database enhancements		Ensure all MTs meet requirements
<u>Maximize training revenue</u>	Review Current MT Requirements	Non-Member Incentive					Launch starter kit, non-member incentives
<u>Manage promotional assets</u>	1 st MT Videos			Distribute MT Videos			

TEAM HAS A STRONG VALUE PROPOSITION FOR MEMBERS



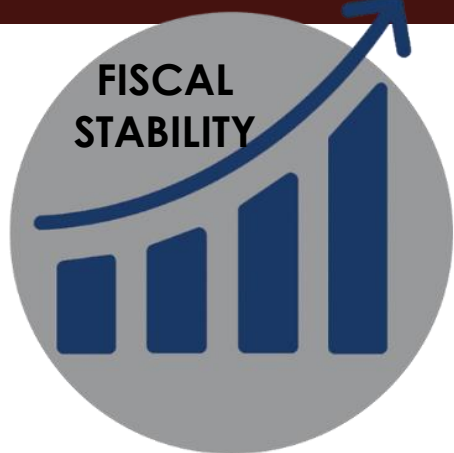
- On track
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- Off track

■ Future deliverable

COMPLETED PROJECTS

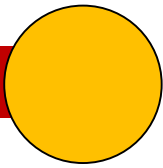
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Clarify membership offering	Membership Benefits	Finalize Tier Proposal	Share with BOD	Members Vote on Tiers			
Manage membership recruitment assets	Finalize docs	Post assets on website					
Engage members		Committee Surveys		Membership Meeting			
Provide access to data and subject matter experts		Plan in Development					
Recruit new members			Establish Targets		Intros to 5 targets		Q4 Progress Report
Develop mutually beneficial partnerships	Develop Goals	Committee Review		Implement Goals			Review Goals
Manage monthly newsletter	3/8/21	4/12/21 Q2 Report	5/10/21	6/14/21 Q3 Report	7/12/21	8/9/21	9/13/21 Q4 Report

TEAM IS AN EXPERT IN FAN ENGAGEMENT



■ On track
 ■ Future deliverable
■ May be delayed
■ Off track
 COMPLETED PROJECTS

	MAR	APR	MAY	JUN	JUL	AUG	SEP
Reimagine fan engagement offerings and activities	Best Practices	Special Project Brainstorm	Special Project to BOD	Special Project to Membership			
Provide fan engagement consultation services	Develop Toolkits	Post content on website					
Provide sponsorship support services	Outline for Fees	Committee Review	Share with BOD	Membership Votes			Implement Fees in FY22



Collegiate Program

- Research demands through outreach to colleges
- Set pricing
- Develop content
- Market program
- Track sales, feedback
- Enhance program based on feedback
- Leverage member experience and knowledge

Milestones

March	May	July	September
Finalize toolkit; update MTs; develop sales tools	Outreach to schools; review pilot feedback	Continue outreach	Goals: <ul style="list-style-type: none"> • 10 - 20 schools implement • \$15,000 new revenue
In Progress	In Progress	Not Started	Not Started

Project Owners

- TEAM lead - Brandon



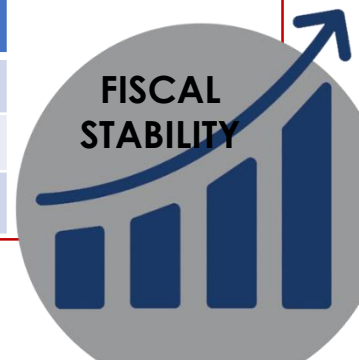
Key Stakeholders

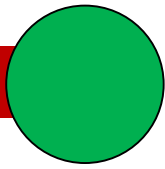
- Master Trainers
- Executive Director
- Sub-committee – sports management professors
- Board of Directors

Notes

- Clear/Concise Process - Easy to use & implement
- **Schools participating:**
 - Johnson & Wales
 - Lynn University
 - Saint Leo University
 - University of Mary – UT Martin

	\$500	\$600	\$750
Toolkit (\$250)	✓	✓	✓
Online Set-up (\$250)	✓		✓
IDP (\$550)		✓	✓





Price Comparison

- Research pricing for comparable, national programs in alcohol management training – in dropbox
- Chart price comparison

Project Owners

- TEAM lead - Brandon



Key Stakeholders

- Master Trainers
- Executive Director
- Board of Directors

Milestones

January	May	June
TIPs & ServeSafe Price Comparison	Add regional, state & local programs to comparison	Present to membership
Complete	In Progress	Not Started

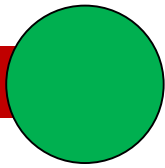
Notes

Key Doc: Alternatives to TEAM Training
<http://bit.ly/TEAMTrainingComm>

Next Steps

Add regional, state and local programs to price comparison





Enhance Training Product – In-Person/Online

- Update training introduction video
- Make enhancements to online employee training
- Hybrid training option – face to face training + Brainshark for certification test
- Address special needs
- Modifications for participants with disabilities
- Add presentation customization to IDP agenda

Project Owners

- TEAM lead - Brandon



Key Stakeholders

- Master Trainers
- Executive Director
- Board of Directors

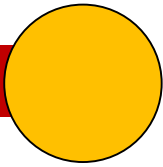
Milestones

February	March	May	July	September
Make Online Training adjustments	IDP agenda updates; Hybrid training option;	Accommodations for special needs; Track usage for OT including retakes	Identify Intro video logistics	Plan to update intro video
Complete	In Progress	Not Started	Not Started	Not Started

Notes

Next Steps





E-Commerce for Training Products

- Online payment for IDP registration
- [Online payment for students participating in collegiate program](#)
- Online payment for starter kit bundle – delayed until after FY ends;
- Covid-Relief discount in place through 9/30/21 (10% discount on \$3,000 spent, 20% discount on \$5,000 spent)
- Online payment for Level 1 or Level 2 employee certification unaffiliated with account or facility

Project Owners

- TEAM lead - Brandon



Key Stakeholders

- Master Trainers
- Executive Director
- Chief Operations Expert
- Board of Directors
- Glimmernet

Milestones

February March May July September

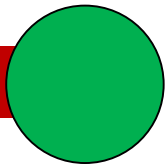
Student payments	Launch new training database	Trainer/ Professor payments for multiple products	Launch Bartender (unaffiliated) payments	Evaluate E-Commerce usage
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Completed In progress In progress In progress Not Started

Notes

Next Steps





Connect with State Enforcement Agencies

- Update state law sheets
- Ensure TEAM program is approved by all states that mandate training/certify providers
- Identify training requirements for each state

Milestones

January March May July September

Training Requirements by state	Contact gold states; Determine application fees; NY ATAP approved	Update State Law sheets; Contact silver states	Contact bronze states	Goal: Approved responsible training provider in all gold states
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Complete In progress Not Started Not Started Not Started

Project Owners

- TEAM lead - Brandon



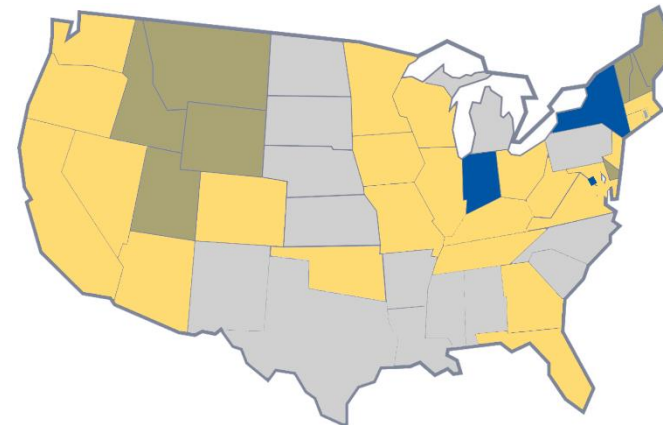
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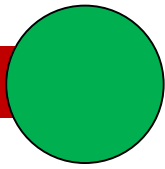
- Master Trainers
- Executive Director
- Board of Directors

Notes

Key Doc: Training Requirements by State
 State classification based on training requirements and current training usage in state

Blue = Approved





TEAM Trainers Best of Best

- Review Master Trainer eligibility and accountability
- Enhance database with networking opportunities and best practice sharing

Project Owners

- TEAM lead - Brandon



Key Stakeholders

- Master Trainers
- Executive Director
- Board of Directors

Milestones

March

May

July

September

Review current MT requirements

Determine method for MT eligibility and accountability; List of database enhancements

Brief MTs on database enhancements

Ensure all MTs meet eligibility standards

In Progress

Not Started

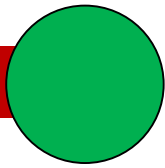
Not Started

Not Started

Notes

Next Steps





Maximize Training Revenue

- Covid-Relief discount: 10% discount on \$3,000 spend, 20% discount on \$5,000 spend
- Bundle pricing – starter kit (delayed until after FY ends)
- Non-member package – annual, upfront investment (to start with new FY)

Milestones

January	April	August	September
Launch Covid-Relief discount	Develop Non-member package	Analyze Covid Relief purchases	Launch non-member package; Launch bundle pricing for starter kit; Determine bundle options for the holidays
Complete	Not Started	Not Started	Not Started

Project Owners

- TEAM lead - Brandon



Key Stakeholders

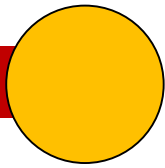
- Master Trainers
- Executive Director
- Board of Directors

Notes

Goal: 2,000 certifications purchased per month
(Current update 1,602/24,000)
Goal: 7.5 trainer certifications purchased per month
(Current update 13/90)

Key Document: OrderInventoryAnalysis





Manage Promotional Assets

- Training Fact Sheet – in dropbox
- Work Flow for new trainers
- [How to customize online training](#)
- Master Trainer videos for sales, FAQs

Project Owners

- TEAM lead – Brandon



- Secondary



Key Stakeholders

- Master Trainers
- Executive Director
- Board of Directors
- Comms & Marketing Chair

Milestones

March	May	July	September
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Record MT videos;
MarComm
Committee makes
updates to
documents

Share MT videos;
Promo assets ready
to share

In progress

Not Started

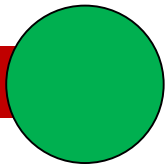
Notes

<http://bit.ly/TEAMTrainingComm>

Key Questions:

1. What is TEAM training?
2. Why use TEAM training?
3. How does TEAM Training work?





Clarify Membership Offerings

- [Clearly define membership benefits](#)
- Establish new tiers of membership

Project Owners

- TEAM lead - Jill



Key Stakeholders

- Executive Director
- Membership Committee
- Board of Directors
- Concessionaire members
- Alcohol members

Milestones

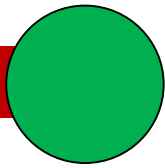
April	May	June	September
Finalize new tiers proposal	Share tiers with BOD	Membership vote on tiers	Roll out new tiers structure
In progress	Not started	Not Started	Not Started

Notes

- Tiers incorporate current member investments in TEAM beyond dues – training products and consumer programs
- Concern is that current members will move to a lower tier
- <http://bit.ly/TEAMMembershipComm>

Next Steps





Manage Membership Recruitment Assets

- MOU for new members – in dropbox
- [Value proposition](#)
- [Membership benefits](#)

Project Owners

- TEAM lead – Jill



- Secondary

Key Stakeholders

- Executive Director
- Membership Committee
- Board of Directors
- MarComm Committee

Milestones

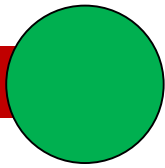
March	April	June	September
Finalize edits to assets	Make assets available on members only website		
Not started	Not started		

Notes

- Marketing & Communications committee is the lead on value proposition assets
- <http://bit.ly/TEAMMembershipComm>

Next Steps





Engage Members

- Members only website – in development
- [Onboarding materials](#)
- Biannual membership meetings
 - June: vote on next FY budget; BOD & committee survey results
 - Dec: membership survey results
- Membership feedback loop – in dropbox
- Database of mission moments

Milestones

March	April	May	June
Members only website, finalize edits to materials	Draft agenda for June membership meeting	Final agenda for June meeting	Run June membership meeting
In progress	Not started	Not started	Not started

Project Owners

- TEAM lead - Jill



Key Stakeholders

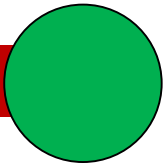
- Executive Director
- Membership Committee
- Board of Directors

Notes

<http://bit.ly/TEAMMembershipComm>

Next Steps





Provide Access to Data, Subject Matter Experts

- Develop plan for data collection and analysis
- Develop and formalize list of subject matter experts and plan for maintenance of those relationships

Project Owners

- TEAM lead – Brandon



- Secondary



Key Stakeholders

- Executive Director
- Training Committee
- Membership Committee
- Board of Directors

Milestones

March	April	May	June
SME list	Plan in development	Include at least 1 SME in June meeting agenda	
In progress	In progress	Not started	

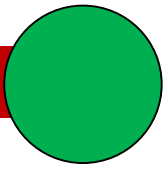
Notes

Blank area for notes.

Next Steps

Blank area for next steps.





Recruit New Members

- Engage membership in prospecting and recruitment efforts by asking for introductions to prospects
- Maintain living document of membership prospects with regularly updated information regarding recruitment process/actions
- Report progress toward membership goals at biannual membership meetings

Milestones

May	July	September
Create prospects document	Introductions with 5 prospects	Report on progress
In progress	Not started	Not started

Project Owners

- TEAM lead - Jill



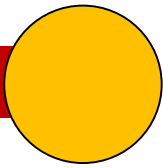
Key Stakeholders

- Executive Director
- Membership Committee
- Board of Directors

Notes

Next Steps





Develop Mutually Beneficial Partnerships

- Develop annual outreach goals with each strategic partner
- Assign MarComm committee member as liaison to each strategic partner
- Establish and develop relationship with responsibility.org

Project Owners

- TEAM lead – Liz



- Secondary



Key Stakeholders

- Executive Director
- MarComm Committee
- Board of Directors
- Strategic Partners

Milestones

March April June August September

Develop goals for each strategic partner and develop work plan Committee Reviews and provides feedback on plan Outreach goals are implemented Review success of outreach goals

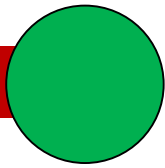
In progress Not started Not started Not started

Notes

Outreach goals should be done annually in June

Next Steps





Manage Value Proposition Assets

- Value proposition
- TEAM At A Glance – in dropbox
- [About Membership on website](#)
- Road show deck – in dropbox

Project Owners

- TEAM lead – Liz



- Secondary



Key Stakeholders

- Executive Director
- MarComm Committee
- Membership Committee
- Board of Directors

Milestones

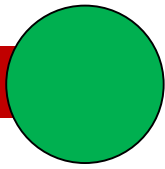
March	April	May	June
Edits are completed by TEAM staff lead and reviewed	Ongoing edits made as required	Ongoing edits made as required	
Complete	In progress	Not started	

Notes

- Marketing & Communications committee is the lead on value proposition assets
- <http://bit.ly/TEAMMarComm>

Next Steps





Manage Monthly Newsletter

- Set annual newsletter schedule
- Produce monthly
- Send the week following each BOD meeting - COE
- Update poll results monthly
- Report on traffic quarterly

Milestones

January	April	July	October
Annual schedule set	Quarterly newsletter traffic report	Quarterly newsletter traffic report	Quarterly newsletter traffic report
Complete	Not Started	Not Started	Not Started

Project Owners

- TEAM lead – Liz



Key Stakeholders

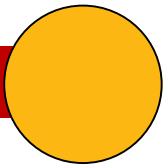
- Executive Director
- MarComm Committee
- Chief Operations Expert

Notes

- Marketing & Communications committee is the lead on value proposition assets

Next Steps





Reimagine Fan Engagement Offerings

- Create menu of fan engagement services available, include ROI / cost-benefit analysis
- Develop best practices for fan engagement
- Refresh fan engagement assets
- Develop ideas for special projects that engage multiple (if not all) TEAM members and strategic partners
- Implement 1 special project annually

Milestones

March	April	May	June
Best practices of fan engagement	Refresh assets, Special project brainstorm	Special project to BOD	Special project to membership
In progress	Not started	Not started	Not started

Project Owners

- TEAM lead – Jill



- Secondary



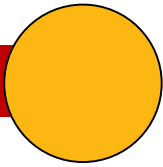
Key Stakeholders

- Executive Director
- Membership Committee
- Board of Directors

Notes

Next Steps





Provide Fan Engagement Consultation Services

- Create venue/sport-specific fan engagement toolkits for members (logos, contacts, sample materials, best practices)
- Maintain brand-specific fan engagement toolkits
- Venue alcohol service policies by league
- Maintain list of preferred vendors offering fan engagement solutions
 - DPMS for iPad/online data collection, digital souvenir photos
 - Landmark for inflatables
 - Sign language for autograph walls
 - VenueNext for in-app data collection

Milestones

March	April	May	June
Toolkits, venue alcohol policies			
In progress			

Project Owners

- TEAM lead – Jill



- Secondary



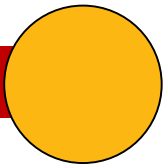
Key Stakeholders

- Executive Director
- Membership Committee
- Board of Directors

Notes

Next Steps





Provide Sponsorship Support Services

- Create fee for service model to manage existing responsible fan/designated driver programs already in place at sports/entertainment venues with a branded sponsor that is a member of TEAM Coalition
- Connect with brand teams
- Maximize sponsorships of existing responsible fan programs by sharing best practices with brand teams
- Report on most successful sponsored fan engagement activities at biannual meeting

Milestones

March	April	June	September
Outlines for model fees created	Model presented to Board	Members vote to approve	Fee to be implemented at the start of new fiscal year
In progress	Not started	Not started	Not started

Project Owners

- TEAM lead – Liz



- Secondary

Key Stakeholders

- Executive Director
- MarComm Committee
- Board of Directors

Notes

Next Steps



GOVERNANCE OBJECTIVES



TEAM's board is engaged, comprised of influential individuals, and adequately prepared to represent TEAM Coalition's mission and membership

TEAM's financial oversight is process-oriented and effective.

TEAM has a strong committee structure

FY 2021 GOVERNANCE & FINANCE OBJECTIVES

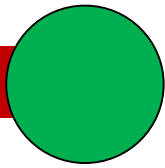


- On track
- May be delayed
- Off track

■ Future deliverable

COMPLETED PROJECTS

	MAR	APR	MAY	JUN	JUL	AUG	SEP
<u>Maintain clear expectations</u>	Board Orientation						
<u>Cultivate culture of feedback</u>		Committee Surveys		Survey Results			ED Performance Review
<u>Recruit strategically</u>	Identify Director-at-Large candidates	BOD Survey		Survey Results			
<u>Budget includes input from stakeholders</u>		Committee Chairs Submit Budget Requests	BOD Review	Membership Vote			
<u>Budgetary performance monitored and addressed</u>		Quarterly Review		Quarterly Review			
<u>Maintain active committees</u>		Quarterly Review		Quarterly Review			



Maintain Clear Expectations

Complete

- [Update bylaws](#)
- Define board member roles
- Board MOUs – in dropbox
- Board rubric – in dropbox
- ED performance goals – in dropbox

In Progress

- [Board orientation](#)

Milestones

March	June	September
Board orientation		
In progress		

Project Owners

- TEAM lead – Christy



Key Stakeholders

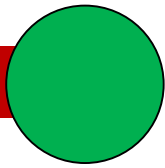
- Chief Operations Expert
- Executive Director
- GovFin Committee

Notes

MOUs are in <http://bit.ly/TEAMGovFinComm>
 Board rubric and ED Performance Goals are in <http://bit.ly/TEAMBODfiles>

Next Steps





Culture of Feedback

Complete

- Utilize consent agendas
- Treasurer shares financial standing monthly
- File management system for important documents - dropbox
- Committee chairs report monthly
- Board self-evaluation survey – approved version in dropbox
- ED evaluation – approved version in dropbox

Project Owners

- TEAM lead – Christy



Key Stakeholders

- Chief Operations Expert
- Executive Director
- GovFin Committee
- Treasurer

Milestones

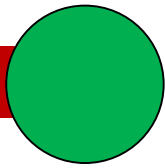
April	June	September
Board self- eval survey shared	Survey results shared	ED evaluation
In progress		

Notes

<http://bit.ly/TEAMBODfiles>

Next Steps





Recruit Strategically

- Ask board members to submit lists of board prospects
- Treasurer shares financial standing monthly
- Board self-eval/engagement survey annually – in dropbox
- Board reviews survey results, recommends changes
- Maintain all important organizational documents securely online
- ED performance review – in dropbox

Milestones

April	May	June	September
Board survey shared	Board survey data collection	Board survey results shared	ED review
Not started	Not started	Not started	Not started

Project Owners

- TEAM lead – Christy



Key Stakeholders

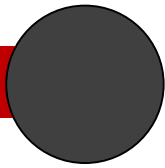
- Chief Operations Expert
- Executive Director
- GovFin Committee

Notes

<http://bit.ly/TEAMBODfiles>

Next Steps





Budget Includes Input from Stakeholders

- Committee chairs provide budget requests for next fiscal year
- GovFin creates next FY budget
- Board approves next FY budget
- Membership votes to approve next FY budget

Project Owners

- TEAM lead – Christy



Key Stakeholders

- Chief Operations Expert
- Executive Director
- GovFin Committee
- Treasurer
- Committee chairs

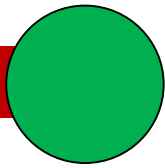
Milestones

April	May	June
<ul style="list-style-type: none"> • Committee chairs submit budget requests to GovFin • GovFin develops next FY budget 	<ul style="list-style-type: none"> • Board reviews budget and approves it for membership review • Membership receives next FY budget for review 	Membership votes to approve next FY budget at membership meeting
In progress	Not started	Not started

Notes

Next Steps





Budgetary Performance Monitored, Addressed

- GovFin updates financials monthly
- Treasurer presents financial review to the board monthly
- Revenue expectations adjusted according to training sales, membership dues collection

Project Owners

- TEAM lead – Christy



Key Stakeholders

- Chief Operations Expert
- Executive Director
- Treasurer

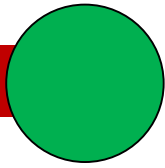
Milestones

March	April	May	June	July	Aug	Sept
Monthly Financial review	Mid-FY budget to actual comparison	Monthly Financial review	Monthly Financial review	FY Q3 budget to actual comparison	Monthly Financial review	FY year-end budget to actual comparison
In Progress	Not started	Not started	Not started	Not started	Not started	Not started

Notes

Next Steps





Maintain Active Committees

- Training, MarComm and Membership committees meet monthly
- Agendas, minutes are maintained and available in drop box folders
- Strategic plan doc is updated monthly
- Projects and goals are on track
- Greater than 50% of member orgs are represented on committees

Project Owners

- TEAM lead – Christy



Key Stakeholders

- Chief Operations Expert
- Committee Chairs
- Committee Liaisons

Milestones

April

June

October

Mid-FY strategic plan review

FY Q3 strategic plan review

FY year-end strategic plan review

In progress

Not started

Not started

Notes

Next Steps

