MBE Program Implementation Plan, Year 1

Goal: INCREASE PARTICIPATION

Phase: **0 - 6 months**

Unbundle bids (4)	Customer Perspective	Responsibility: Erik Bush, Jim Smith
Action Steps	Details	Progress
Initiate conversations with Highway/Bel-Wood	Define "unbundling"	
Identify bids that can be unbundled		
Through DBEsubs.com, disperse bid notices		
Increase # of MBE submitting bids (5)	Customer Perspective	Responsibility: Erik Bush, Jim Smith
Action Steps	Details	Progress
Through DBEsubs.com, disperse bid notices	Peoria County is pilot org.	
Continue to track MBE bids		
		Responsibility:
Measure dollars spent with MBE (6)	Customer Perspective	Virginia Pearl, Erik Bush
Measure dollars spent with MBE (6) Action Steps	Customer Perspective Details	
		Virginia Pearl, Erik Bush
Action Steps		Virginia Pearl, Erik Bush
Action Steps		Virginia Pearl, Erik Bush
Action Steps Work with IT for annual reporting	Details	Virginia Pearl, Erik Bush Progress Responsibility:
Action Steps Work with IT for annual reporting Maximize dollars spent on MBE program (7)	Details Financial Perspective	Virginia Pearl, Erik Bush Progress Responsibility: Erik Bush
Action Steps Work with IT for annual reporting Maximize dollars spent on MBE program (7) Action Steps	Details Financial Perspective Details Direct mailings,	Virginia Pearl, Erik Bush Progress Responsibility: Erik Bush

Goal: BUILD CAPACITY

Phase: **0 - 6 months**

Establish support services (19)	Customer Perspective	Responsibility: Virginia Pearl
Action Steps	Details	Progress
Inventory & categorize existing MBE partners	Conduit, advocate, service provider, etc.	
Identify potential MBE partners	Through business expos, trade shows, Black Chamber network meetings, networking	
Establish new MBE partnerships	Through business expos, trade shows, Black Chamber network meetings, networking	
Continue to provide current support services	GAP loan, referrals	

Marketing (21)	Customer Perspective	Responsibility: Jenny Zinkel, Jim Smith
Action Steps	Details	Progress
Promote in Peoria County publications	Strategic Plan newsletter, eNewsletter	
Develop promotional materials as needed	Press releases, advertisements, literature	
Create standardized information packet for interested MBE		
Maximize dollars spent on MBE program (25)	Financial Perspective	Responsibility: Erik Bush
Action Steps	Details	Progress
Track dollars spent marketing to target audiences	Direct mailings, info packets	
Track DBEsubs.com investment		
Encourage MBE participation & networking (29)	Internal Processes Perspective	Responsibility: Jim Smith, Jenny Zinkel
Action Steps	Details	Progress
Participate in minimum three MBE-targeted trade shows annually	Black Expo, ECHO Trade Fair, Women's Business Expo	
Distribute information packets	See # 21 above	
Continue marketing/promotional efforts	IBI article, Strategic Plan newsletter	
Establish support services (31) Action Steps	Learning & Growth Perspective Details	Responsibility: Virginia Pearl Progress
Categorize existing MBE partners	Conduit, advocate, service provider, etc.	Trogress
Develop new MBE partnerships	Through business expos, trade shows, Black Chamber network meetings, networking	
Secure County Board commitment (32)	Learning & Growth Perspective	Responsibility: Erik Bush
Action Steps	Details	Progress
Affirm policy statement with MBE Committee/Management Services		
Share implementation plan with Management Services		
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Goal: **OUTREACH** *Phase:* **0 - 6 months**

Partner with organizations & share mailing lists (41)	Financial Perspective	Responsibility: Virginia Pearl
Action Steps	Details	Progress
Strengthen & develop MBE partnerships	Through business expos, trade shows, Black Chamber network meetings, networking	
Share mailing lists with MBE partners	Governments, community groups, schools, organizations, labor unions, corporations, churches, etc.	
Investigate grants for intervention programs (43)	Internal Processes Perspective	Responsibility: Scott Sorrel
Action Steps	Details	Progress
Initiate conversations with probation department	What is the need?	17087035
Develop definition of intervention program	i.e. community service	
Continue to partner with organizations (44)	Internal Processes Perspective	Responsibility: Virginia Pearl, Jim Smith
Action Steps	Details	Progress
Strengthen & develop MBE partnerships	Through business expos, trade shows, Black Chamber network meetings, networking	
Investigate MBE outreach programs nationwide (47)	Internal Processes Perspective	Responsibility: Jenny Zinkel
Action Steps	Details	Progress
Continue to research other successful programs	i.e. Maryland Governor's Office, Purdue University, Chicago & Houston	
Recognition/awareness of program success (49)	Learning & Growth Perspective	Responsibility: Jenny Zinkel
Action Steps	Details	Progress
Periodically raise awareness of program's successes	IBI article, Strategic Plan newsletter, eNewsletter	

Goal: INCREASE PARTICIPATION

Phase: **6 - 12months**

Target incentives (older neighborhoods) (2)	Customer Perspective/Internal Processes	Responsibility: Scott Sorrel
Action Steps	Details	Progress
Lead abatement	Federal grant program	
Establish & reinforce community links (3)	Customer Perspective	Responsibility: Erik Bush

Action Steps	Details	Progress
Expand MBE partnerships to include all representative groups	Advocacy groups	
Provide business plan, financial documents (9)	Financial Perspective	Responsibility: Virginia Pearl, Scott Sorrel
Action Steps	Details	Progress
Identify types of support services needed		
Identify agencies that provide needed services		
Develop mechanism for facilitating services	Entity vs. individual ("one stop shop")	
Attempt to secure pro bono services		
Inventory of community/business	Internal Processes	Responsibility:
advocacy groups (11)	Perspective	Virginia Pearl
Action Steps	Details	Progress
Identify, categorize, & inventory MBE partners		
Entrepreneurial counseling (16)	Learning & Growth Perspective	Responsibility: Erik Bush
Action Steps	Details	Progress
Work with advocacy MBE partners to develop mentoring program		

Goal: BUILD CAPACITY Phase: 6 - 12 months

Provide building & staff for incubator (24)	Financial Perspective	Responsibility: Scott Sorrel
Action Steps	Details	Progress
Negotiate purchase of facility for opportunity center		
Secure County Board commitment (32)	Financial Perspective	Responsibility: Erik Bush
Action Steps	Details	Progress
Seek funding commitment for MBE program		
Develop ongoing follow-up mechanism for	Internal Processes	Responsibility:
accountability (30)	Perspective	Erik Bush
Action Steps	Details	Progress
Develop a tracking mechanism (possibly through IT) that will track individual progress of MBE participant	When is "case closed"?	
Develop program survey for MBE participants	Mechanism for feedback	

Goal: OUTREACH

Phase: **6 - 12 months**

Focus on communication infrastructure (37)	Costumer Perspective	Responsibility: Virginia Pearl, Jenny Zinkel
Action Steps	Details	Progress
Inventory available products/services		
Facilitate MBE access to resources: develop website		
Establish public computer access centers	Partner with libraries	
Option for MBE to post contact info	Website/DBEsubs/mailing lists	
Engage neighborhood Associations (39)	Customer Perspective	Responsibility: Scott Sorrel
Action Steps	Details	Progress
Acquire contact information for associations	From City of Peoria	
Contact neighborhood associations	Direct mail	
Investigate grant opportunities (42)	Financial Perspective	Responsibility: Scott Sorrel
Action Steps	Details	Progress
Determine need for grants		· ·
Search eCivic for appropriate grants		
Establish a means to direct potential business owners to resources (45)	Internal Processes Perspective	Responsibility: Virginia Pearl
Action Steps	Details	Progress
Establish a "one stop shop"	Is this an entity or individual	
Matrices/accountability; periodic review of consumption (48)	Learning & Growth Perspective	Responsibility: Erik Bush
Action Steps	Details	Progress
Develop a tracking mechanism (possibly through IT) that will track individual progress of MBE participant		
Recognition/awareness of program success (49)	Learning & Growth Perspective	Responsibility: Jenny Zinkel
Action Steps	Details	Progress
Highlight success of MBE, regardless of participation	Tell "their" stories in literature, direct mailings	
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