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| for all individuals. | | | | | | existing presentations format for consistency. (Crystal O'Langdon) (03/22/14) | T: 100% | campaign materials for 3 new markets. (Crystal O'Langdon) (12/31/16) |
| Leadership - to empower and inspire entrepreneurial leaders. | | | | | | 2.1.1.3 Create a consistent slide template for Webinars. (Thomas Wright) (12/31/15) | M: % Complete of standard templates T: 100% | |
| Professionalism - to be professional in our actions to our clients, partners and each other. | | | | | | 2.1.2 Develop a new software program to track clients (IT Group) (12/31/15) | M: % of program completed T: 100% | |
| Excellence - to continually pursue knowledge and learn. | | | | | | 2.1.3 Work on new program for.... (IT Group) (12/31/16) | M: T: 50% | |
| Community Service - to effectively help organizations to make an impact | | 2.2 Industry Expertise: Be rated among the Top 10 fastest growing tech companies in 2016. (Marketing) (12/31/16) | M: Industry ranking T: 10 | | | | | |
| Fun - to have enjoyment and fulfillment in our work. | 3 Maintenance Contracts: To be viewed as the top technology resource in the western region. | 3.1 Maintain 85% of our current customers. (Administration) (12/31/16) | M: % customer retention T: 85% | 3.1.1 Implement marketing campaign to draw in new markets. #studentlearning (Marketing) (12/31/13) | M: % completed T: 100% | 3.1.1.1 Research and identify 6 opportunities in new markets that company could expand into. (JoAnne Rogers) (06/30/16) | M: % complete T: 6 | 3.1.1.1.1 Complete a competitive analysis study of our current and prospective markets. (Tom Jones) (04/30/12) |
| | | | | | | 3.1.1.2 Develop campaign material for new markets. (Sales Director) (12/31/13) | M: % complete T: 100% | |
| | | | | | | 3.1.1.3 Create new web pages (rough draft) for the campaign promotion. (Randall Scion) (05/31/13) | M: % Complete T: 100% | |
| | | | | | | 3.1.2 Develop a competitive analysis survey for our market. (Administration) (12/31/16) | M: % Complete T: 100% | |
| | | | | | | 3.1.3 Increase sales close rate by 25% to achieve a 43% close rate by EOY. (Marketing) (12/31/16) | M: Close rate T: 43% | |
| | | 3.2 Achieve an average of a 9 point satisfaction | M: Customer satisfaction score | | | | | |

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| | score on exit surveys. (Customer Service) (12/31/16) | T: 9 | | |
| | 3.3 Licensing: Acquire 3,000 total licenses by the end of the year. (12/31/16) | M: # of new licenses T: 3,000 | 3.3.1 Grow average monthly licenses by 40% to 840 (IT Group) (12/31/16) | M: # Licenses T: 840 |
| | | | 3.3.2 Grow new customer conversions by 100% to an average of 78/month. (IT Group) (12/31/16) | M: # of new licenses T: 78 |
| | | | 3.3.3 Grow new customer trials by 25% to mark of 88 New Trials per month. (IT Group) (12/31/16) | M: # of New Trials T: 88 |
| | | | 3.3.4 Maintain or decrease the Churn Rate of Licenses which is currently at 7.99%. (Customer Service) (12/31/16) | M: % Churn T: 7.99% |
| | | | 3.3.4.1 Secure coaching on Customer Success Manager for team. (Crystal O'Langdon) (12/09/16) | M: % Complete T: 100% |
| | 3.4 Maintenance Contracts: Acquire an average of 7 new maintenance contracts per month (12/31/16) | M: avg monthly # of new maintenance contracts T: 7 | 3.4.1 Identify and maintain list of 65 target customers that could benefit from a maintenance contract. (Marketing) (12/31/16) | M: # of target customers T: 65 |
| 4 Innovation/Product Development: Continue to develop technology innovation. | 4.1 Launch integration with 4 other applications. (IT Group) (08/30/16) | M: Applications Integrated T: 100% | 4.1.1 Map out entire integration process (Web Specialists) (06/30/15) | M: % of Map completed T: 100% |
| 5 Overall Operations: Develop and maintain an infrastructure that allows for a virtual office and efficient overhead. | 5.1 Set up computers to be accessed from any destination. (Administration) (12/31/15) | M: % complete of computer accessible from any destination T: 100% | 5.1.1 Purchase necessary software/hardware or make arrangements with an internet service provider for virtual access. (IT Group) | M: % complete T: 100% |
| | 5.2 Define all procedures and process in writing in order to support projected growth. (12/31/15) | M: % of process in writing. T: 100% | | |
| | 5.3 Blogs & Newsletters: Consistently timely relevant thought leadership that is developed, published and preserved. (Marketing) (12/31/16) | M: # of pieces published weekly T: 6 | 5.3.1 Write 1 blog post per week (Web Specialists) (12/31/13) | M: # of blog posts T: 52 |
| | | | 5.3.2 Write 2 newsletters per month. (Administration) | M: # of newsletters T: 2 |

(12/31/13)

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| | 5.4 Police to prevent blocking box. (09/30/18) | M: # of accidents from "blocked boxes" T: 25 | 5.4.1 Hire two new traffic officers. (09/30/18) | M: # of new officers hired T: 2 | 5.4.1.1 Host new position on website for traffic officer positions. (Sales Director) (09/30/18) | M: % of ad hosted on website T: 100% |
| 6 Training: Actively help our team to develop and grow professional and personally by supporting a flexible work life, providing intellectually engaging work, and fair compensation. | 6.1 Train sales people in best practices (Marketing) (11/30/16) | M: actual attendance per year by all 12 managers T: 14 | | | | |
| | 6.2 Develop better communication and presentation skills to increase ability to work with and assist clients. (Customer Service) (12/31/13) | M: % complete in communication/presentation skills T: 100% | | | | |
| 7 Community Involvement: Develop and implement a corporate giving strategy that is in line with our competitive advantages. | 7.1 Manage the selection, contribution and customer communication of nonprofit donations. Target is 15% of revenue. (Administration) (12/31/16) | M: % of license revenue T: 15% | 7.1.1 Determine budget for Community Involvement party. (Customer Service) (05/31/15) | M: % Complete T: 100% | 7.1.1.1 Solicit ideas for theme, entertainment, catering for Community Involvement party. (Thomas Wright) (07/31/15) | M: % Complete T: 100% |