

ORGANIZATION DEVELOPMENT

| Public Relations | GOAL | Oct-Dec 09 | Jan-Mar 10 | April-June 10 | July-Sept 10 | YR-TO-DATE | %YTD |
|--|-------------|-------------------|-------------------|----------------------|---------------------|-------------------|-------------|
| Number of press releases distributed on agency initiatives | 40 | | | | | | 0% |
| Number of earned media received | 50 | | | | | | 0% |
| Number of check presentations or media events held | 6 | | | | | | 0% |
| Number of Awards Received | 3 | | | | | | 0% |
| Number of letters of support received from clients sent to state legislators | 200 | | | | | | 0% |
| Number of one-on-one meetings with regional media outlets | 5 | | | | | | 0% |
| Number of one-on-one meetings staff had with state and federal legislators | 24 | | | | | | 0% |
| Number of regional events attended by at least one staff | 50 | | | | | | 0% |
| Number of staff speaking engagements to stakeholder groups | 12 | | | | | | 0% |
| Number of attendees at Annual Dinner | 250 | | | | | | 0% |
| Marketing | | '09 | '10 | '10 | '10 | | |
| Number of Annual Reports distributed | 1000 | | | | | | 0% |
| Number of email-based marketing distributed via Listrak | 100 | | | | | | 0% |
| Total hits on the Northwest Commission's website | 27,600 | | | | | | 0% |
| Number of events marketed | 30 | | | | | | 0% |
| Number of partners the Northwest Commission assisted with marketing | 10 | | | | | | 0% |
| Number of paid advertising initiatives | 4 | | | | | | 0% |
| Number of Legislative Bulletins sent | 4 | | | | | | 0% |
| Number of Northwest News Newsletters sent | 12 | | | | | | 0% |
| Human Resources | | 09 | '10 | '10 | '10 | | |
| Number of bi-monthly staff meetings to enhance communication | 24 | | | | | | 0% |
| Number of staff trainings | 4 | | | | | | 0% |
| Review performance evaluation process | 1 | | | | | | 0% |
| Strategic Action and Growth | | '09 | '10 | '10 | '10 | | |
| Number of staff brainstorming exercises | 3 | | | | | | 0% |
| Number of strategic initiatives adopted | 5 | | | | | | 0% |
| Number of proposals/applications submitted for additional funding | 5 | | | | | | 0% |