

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%