

## Coop Board DRAFT Action Plan (Committee Work Plan - 2015)

Project	Tier	Impact	Task	Due	Measurement	Budget/Cost
<i>(e.g., Implement perpetual inventory, consider eliminating dues and discounts, etc.)</i>	<ol style="list-style-type: none"> <li>1. Easily Achieved this year</li> <li>2. More difficult to achieve this year</li> <li>3. Stretch goal</li> <li>4. Dependent on other factors</li> </ol>	<i>How does this impact goals?</i> <ol style="list-style-type: none"> <li>1. Financial Solvency</li> <li>2. Member Engagement and Recruitment</li> <li>3. Increase Sales</li> </ol>	<i>(e.g., set up auto ordering in Catapult, research what other coops are doing on CGN, etc.)</i>	<i>Date that task will be done.</i>	<i>How will we know we have achieved this goal</i>	
<b>GOVERNANCE</b> Update Annual Calendar	Tier 1	N/A	Vanessa to update	COMPLETE.	updated calendar in Dropbox	0
<b>GOVERNANCE</b> Review & Update the BPM	Tier 1	N/A	Committee descriptions updated.  Other BPM changes	COMPLETE D, pending legal review.	BPM approved by Board	0
<b>Governance - bylaw review</b>	Tier 1	N/A		COMPLETE D, pending legal review	Bylaw review complete.	Core worker discount offered to attorney for reviewing?

<b>GOVERNANCE</b> Online Voting	Tier 2 and Tier 4	N/A	Research legality and cost	COMPLETE Dand implemented	Decision reached and implemented if feasible	Unknown
<b>Governance - impact of dues/shares/discounts/rebates</b>	Tier 2 and Tier 4	Will impact all 3.	Committee needs to determine what would be involved in making any changes.	PENDING WITH DUES/SHARES COMM.	Report sent back to full Board	0
<b>GOVERNANCE</b> Board Recruitment, election processes	Tier 1	N/A	Board Development	COMPLETE D	Enough candidates identified and vetted to fill vacancies for next year.	lunch money!
<b>FINANCE</b> Quarterly Actual v. Budget	Tier 1	Impacts Financial Solvency <i>High Impact</i>		Done		
<b>FINANCE</b> Perpetual Inventory/ Auto ordering	Tier 3	Impacts Financial Solvency <i>High Impact</i>		March 31, 2016		
<b>FINANCE</b> Integration between GL and POS	Tier 3	Impacts Financial Solvency <i>Middle Impact</i>		December 30, 2015		

<b>FINANCE</b> Financial impact of changes to dues, shares, discounts and dividends	Tier 2/4 (Dependent on other task force)	Impacts Financial Solvency <i>Very High Impact</i>		September 30, 2015		
<b>FINANCE</b> Document current bookkeeping processes	Tier 1	Impacts Financial Solvency <i>Low impact</i> Long term	Develop a manual of bookkeeping procedures and policies	July 31, 2015		
<b>FINANCE</b> Determine Profitability by Department	Tier 1	Impacts Financial Solvency <i>High impact</i>	Finish report and document assumptions	July 31, 2015		
<b>FINANCE</b> Cash Flow Forecasting	Tier 3	Impacts Financial Solvency <i>Middle Impact</i>	Analyze current cash flow and develop a predictive spreadsheet	December 30, 2015		
<b>FINANCE</b> Capital Reserve Funds for Maintenance and Expansion	Tier 2	Impacts Financial Solvency <i>High Impact</i>	Look at past expenses and look at future needs to determine what funds need to be established and how much is needed in each fund	September 30, 2015		
<b>(OEE)</b> Work Days on Annual Calendar			Coordinate with Building & Grounds work days	May 2015		

(OEE) September Open House	Tier 1				September 2015		
(OEE) June Dessert & Dancing Event "Shake it Off" Event Outreach, Events & Education	Tier 1				June 6, 2015		
(OEE) Food & Product Manual					December 2015		
(OEE) Event Process Manual					June 2015		
(MMC- MEMBERSHIP & MARKETING) Website Content Review	Tier 1	Impacts Member Engagement and recruitment <i>Very High</i>	Review and make suggestions for Membership page incl. Paypal setup		End May, 2015	Send to Eric and Jayne	
(MMC) Marketing Campaign to showcase diversity of customers	Tier 1	Impacts Member Engagement & Recruitment	Social Media "We are the Potsdam Food Co-op" Incentive for posting Develop format	End July, 2015	Launch on social media		
(MMC) Develop New Member Welcome Kit	Tier 1	Impacts Member Recruitment and engagement <i>High impact</i>	Electronic and paper versions	End July 2015	Ready for printing/emailing		
(MMC) Revamp Business partnership program	Tier 1	Impacts member recruitment	Contact current business partners, only ongoing offers, window stickers		Ready for printing in newsletter, perhaps with accompanying article		
(MMC) Contacting members BEFORE their membership expires	Tier 2	Impacts Member Engagement	Use email as a friendly reminder	End December 2015	Begin monthly email reminders		

		<i>Low impact</i>				
<i>(MMC)</i> Co-op Speakers Group	Tier 3	Impacts Member Engagement & Recruitment	Presentations to area community clubs & organizations Identify speakers	2016	Schedule first speaking event	
<i>(MMC)</i> Sponsor a New Member	Tier 4	Increase Sales Member recruitment	Low Income Member dues sponsorship, target full equity members	October 2015	Start sending emails to members who reach full equity	
<i>(MMC)</i> Recruiting Incentive	Tier 4	Member recruitment	Research Best Practices through CGN	End August 2015	September membership drive, add field to membership form	
<i>(MMC)</i> Member service registry	Tier 4					
<i>(MDSDD)</i> Revision of Dues, Subscription Policy						
<i>(MDSDD)</i> Public Information Sessions about Dues etc						
<i>(MDSDD)</i> Policy Proposal						
<i>(MDSDD)</i> MEMBERSHIP DUES, SHARES, DISCOUNTS & DIVIDENDS						

Data Collection on Dues						
<i>(MDSDD)</i> Board & Membership Vote					February 2016	
<i>(IT)</i> Technology Security			Evaluate PC compliance, accounting and personnel records			
<i>(IT)</i> System Evaluation			Assess software & organizational needs,			
<i>(IT)</i> Board Communication Process			Document archives, library structure, filename conventions			
<i>(IT) INFORMATIONAL TECHNOLOGY</i> Equipment Inventory						