



**CRITICAL TALENT WORKPLAN**  
2011 Plan of Action

**Mission:** The Mission of the Eau Claire Area Economic Development Corporation is to facilitate the growth of quality job opportunities in the Eau Claire area.

**Objective:** Research, assess, develop and implement strategies and marketing tools that *will attract and retain talent that drives innovation and growth of area businesses.*

**Goals:**

- 4,000 new talent profiles in SMARTT Network (50% active)
- 15 paid subscribers to the SMARTT Network
- 50 active/implemented subscriber campaigns
- 85% Subscriber Retention
- 10,000 Unique Visitors
- 50% Returning Visitors

**Plan of Action 2011**

**Conduct a Product Analysis of the SMARTT Network**

Time	Project	Project Purpose	Staffing Plan	Budget
Feb	Examine SMARTT Network	Meet with subscribers, founding investors, update internal processes and determine if SMARTT meets niche	EDC staff, Committee	
March	Examine Current and Potential Customer Needs – Talent and Subscribers	Update research and review changes in the marketplace since the product was launched – prior to recession	EDC Staff – Report to Committee	
March	Examine Competitors and Potential Collaborators	Research and explore the competition and potential collaborators to determine the viability of the existing or a revised SMARTT Network	EDC Staff, Committee	
April	Identify options for the various components of the SMARTT Network	Determine which services are of the greatest value to the talent and subscribers.	EDC Staff, Committee	
Jan - May	If appropriate, identify web site enhancements	Continue existing service and committee will consider potential upgrades to the web site and prioritize the improvements based on customer input.	EDC Staff, Committee	\$3,000
MAY	Recommendation to the EDC Board on the future of the SMARTT Network	Determine the future resources and role of the EDC in the SMARTT Network	Committee	
Jun - Dec	Implement recommendations that were approved by the EDC Board		EDC Staff, Committee	\$1,000
June - Dec	Alignment of talent production and talent utilization by area businesses	The Critical Talent Committee will start to understand the talent produced by area institutions and the absorption rate of those degrees into the regional labor force.	EDC Staff, Committee	