Other Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

O/O 1: Increase revenue of DBER
Work with existing clients to retain current contracts

Related Measures

M 1: Increase revenue
Work with existing clients to retain current contracts; increase dollar amount of contracts
Source of Evidence: Administrative measure - other
Target:
Prospect and achieve one new account

O/O 2: Enhance UNO/COBA visibility
Enhance UNO/COBA visibility

Related Measures

M 2: Community outreach efforts
Public appearances, speak at Real Estate and Forecasting Conference and New Orleans Regional Council of Business Economists meeting, attend and network at AUBER conference, talk to community and professional organizations as well as the media
Source of Evidence: Administrative measure - other
Target:
Increase by 1 appearance per year

O/O 3: Service to community
Use the Metropolitan Report to highlight the value of the DBER to the business community

Related Measures

M 3: Metropolitan Report
Continue to produce the Metropolitan Report and seek to get it to a broader audience
Source of Evidence: Administrative measure - other
Target:
Increase email target list by 2% per year