



A New Service From LERN

LERN'S ONE-YEAR PLAN MODEL

- Organization Goals
- Organization Budget & Benchmarks
- Department Budgets, Benchmarks, Programming/Sales, and Strategies
- Term and/or Quarter Goals
- Promotion Strategies
- Promotion Timeline
- Staff Responsibilities

OUTCOMES

- You have a One-Year Plan for you upcoming year.
- You know how to build future One-Year Plans.

BUILDING YOUR ONE-YEAR PLAN

To be successful, you need to have a plan your organization follows. The plan must include clear programming, marketing, operations, and sales goals, benchmarks, and strategies. LERN's One-Year Plan model is being used by LERN Members.

Here's the process:

1. You are given LERN's One-Year Plan Workbook.
2. You are assigned a LERN consultant to guide your efforts.
3. By telephone, you meet with your LERN consultant to set a customized approach for building your One-Year Plan.
4. You complete a list of tasks provided by your LERN consultant.
5. Your LERN consultant visits onsite for two days and works with staff finalizing information needed for One-Year Plan and writes the first draft which is reviewed on the second day.
6. Your LERN consultant completes your One-Year Plan.

COST: The cost of this service is \$7,500 plus \$1,500 for expenses. The ROI on the One-Year Plan should be a minimum of 10:1.

FOR MORE INFORMATION: Contact Rebel Eichelberger at rebel@lern.org who can answer your questions and/or connect you with a LERN consultant.



"Information That Works!"