

## ERMP 2011 Goals

The following are the 2011 Eno River Media Production organizational goals. These goals were formulated after careful consideration and after listening to people within the Eno River Media Production and those outside of the agency. This list is a guide to help us, as an organization, begin the process of thinking about what needs to be accomplished during the upcoming year.

### Internal and External Business Affairs

#### **Agency Administration**

- Calculate and issue 6 EMR's per year.
- Automate the EMR process.
- Each EMR to be at least 95% in compliance for total membership.
- HR Director to send out at least 4 HR topic articles to members.
- Hold at least 12 Senior Staff meetings via conference call.
- Hold at least 8 Board meetings via conference call.
- Mail organizational status placement postcards to all members.
- Mail holiday cards to all Eno River Media Production staff, volunteers and donors.
- Obtain new agency business cards, letterhead and envelopes.
- Adopt agency wide theme music.
- Engage a steering committee to begin the process of writing job descriptions for volunteers and staff.

#### **External Communications**

- Produce at least 11 newsletters per year using Constant Contact.
- Issue at least 11 press releases per year.
- Create new ERMP website, incorporating the Eno Global Village concept.
- Create a Human Resources section of the newly designed webpage.
- Create an agency wide slogan for 2012.

#### **Agency Finances**

- Apply to foundations and grant giving organizations as appropriate, specifically targeting the Danville Regional Foundation and the Golden Leaf Foundation.
- Secure grant funding to support the programs of Eno River Media Production.
- Develop an agency wide investment policy.
- Generate \$1,000 in PSA revenue donations.
- Generate \$360 in membership dues.
- Formalize a budget process for Fiscal Year 2012.
- Maintain financial database and issue quarterly and year end reports.
- Create and maintain a separate database of financial contributors.
- Post financial reports to the webpage.
- Apply and receive the North Carolina Solicitation License.
- Apply and receive sales tax reimbursement from the North Carolina Department of Revenue for all four quarters of the year.

#### **Strategic Planning**

- Create a 5-Year Strategic Plan for Eno River Media Production.
- Engage a steering committee to begin the process to secure a permanent home for Eno River Media Production.

#### **Special Projects**

- Conduct the 2011 North Carolina Film Awards.
- Conduct the 2011 Miss Carolina Lilly Talent Pageant.
- Conduct the 2011 Eno River Media Production Craft Services and Catering Awards.
- Establish an agency wide volunteer recognition award, the Eno Award.
- Hold the first annual Eno River Media Production staff and volunteer appreciation day.
- Implement a structured online continuing education program.
- Work with the North Carolina General Assembly to complete the License Plate Initiative.

### Eno Television Group

- Secure an editor for the Eno Television Group.
- Produce 5 reconstituted Barchord episodes.
- Complete the NASA/JPL Project.
- Select, request and receive permission from 5 North Carolina nonprofit agencies to promote their missions through PSAs.
- Produce 2 PSAs that specifically promote the programs and services of Eno River Media Production.
- Send Eno River Media Production PSAs to all NC Public Access stations and NC broadcast stations
- Produce a monthly webcast State of the Company video and place it on the newly created webpage.
- Create a "B Roll" library PC.
- Prior to the commencement of any project the Director must agree to and sign the "Director's Agreement" which outlines that Eno River Media Production retains to the rights to the project.

### Eno Entertainment Group

- Acquire a script for a funded feature film.
- All projects must be completed by November 30, 2011.
- Produce 4 short movies.
- Shoot one short in the mountains of North Carolina.
- Secure a location to premier all forthcoming shorts.
- Complete Gods of Society.
- Start and complete 1 minute animation short project. Prior to the commencement of any project the Director must agree to and sign the "Director's Agreement" which outlines that Eno River Media Production retains to the rights to the project.