



## BOARD OF DIRECTORS MEETING

Friday, October 8<sup>th</sup>, 2021  
8:30 a.m. – 10:30 a.m.

Board Chair, Patrick Joyce  
Zoom Conference Call

### AGENDA

- |   |              |
|---|--------------|
| 1. Call to Order (Pat Joyce)  | 8:30         |
| 2. Introduction of New Members  | 8:32 – 8:35  |
| • Julie Durham – United HealthCare  |              |
| • Chris Howe - 3M   |              |
| 3. Approval of August 20 <sup>th</sup> , 2021 Meeting Minutes (Pat Joyce) | 8:35 – 8:36  |
| 4. Financial Report (Ed Foppe)  | 8:36 – 8:45  |
| 5. CEO Report (Jeff Tollefson)  | 8:45 – 8:50  |
| 6. Discussion on MnTech Role with TIA (Jeff Tollefson/Jade Denson)        | 8:50 – 9:00  |
| 7. Other Business/General Discussion (All)                                | 9:00 – 9:05  |
| 8. Adjourn Meeting/Transition to ACE                                      | 9:05         |
| 9. ACE Presentations  | 9:05 – 10:30 |
| • Code Savvy  |              |
| • CreateMPLS  |              |
| • Dream Corps Tech  |              |
| • Minnesota State IT Center of Excellence                                 |              |
| • MN STEM Partnerships  |              |

Next MnTech Board Meeting:  
December 10<sup>th</sup>, 2021 8:30 am – 10:30 am

Zoom conference call



## **Board of Directors Minutes**

Board Chair Patrick Joyce

8:30 am to 10:30 am

Friday, August 20<sup>th</sup>, 2021

Zoom Conference Call

**Present:** Jeff Tollefson, Daniel Abdul, Teddy Bekele, Kevin Boeckenstedt, Jacquelyn Crowhurst, Sarah Engstrom, Amy Fisher, Ed Foppe, Todd Hauschildt, Karen Hudson, Matt Johnson, Tammylynne Jonas, Patrick Joyce, Sridhar Koneru, Jake Krings, Michael Lacey, Chuck Lefebvre, Rebecca Martin, Paul Mattia, Cyrus Morton, Christopher Rence, Ritu Sharma, Vinny Silva, Scott Singer, Jamie Thingelstad, Paul Weirtz  
**Absent:** Dr. Sameer Badlani, Matthew Bailey, Tawanna Black, Douglas Carnival, Trent Clausen, Stephanie Hammes-Betti, Michael Mathews, Anudeep Parhar, Tim Peterson, Rakhi Purohit, Matthew Reck  
**Staff:** Jade Denson, Lonni Ranallo  
**Guests:** Mike McNamara

### **1. Call to Order**

Patrick Joyce called the meeting to order.

### **2. Approval of May 21<sup>st</sup>, 2021 Meeting Minutes**

Tammylynne Jonas moved to approve the May 21<sup>st</sup> meeting minutes, Amy Fisher seconded the motion, the motion carried and the minutes were approved.

### **3. Financial Report**

Ed Foppe thanked the board for their comments on the Form 990, which will be filed shortly. Membership is doing very well, renewals are behind but should catch up soon. Events doing well in both income and expenses. ACE and Tech Connect events did better than plan. The SciTech and MNSBIR programs running slightly ahead of plan. Expenses all running right at plan, the exception being admin expense of website running over plan. Overall net income running \$50K better than plan. Ed reviewed the balance sheet, showing the current cash balance, higher than last years comparative balance due to the PPP loan, which has now been forgiven.

### **4. CEO Report**

Jeff gave a presentation updating the Board on all activity for the first half of the year and expected activity for the rest of the year. New membership continues to grow, Jeff reviewed new member history and his plan for upcoming prospects. We are working on closing the gap on open renewals and want to improve on attrition in 2022. We have secured funding for the SciTech program for two more years, and also the MN SBIR program for another year. Jeff updated the board on the Tekne awards, the award categories and submissions. Discussion took place around revising the Tekne awards due to low submission rate. It was determined more information would be needed to determine what could be changed. Jeff thanked all Board member companies that are sponsors of the Tekne Awards.

Jeff made a motion to select Joy Lindsay as the recipient of the Tekne Lifetime Achievement Award, Todd Hauschildt seconded the motion, the motion carried and Joy Lindsay will receive the Lifetime Achievement Award at the 2021 Tekne Awards.

Jeff gave an overview of where the Tech Inclusion Alliance currently stands, and introduced Mike McNamara of Target.

**5. Presentation: Tech Inclusion Alliance, Mike McNamara, Target**

Mike McNamara gave a presentation on the Tech Inclusion Alliance.

**6. Discussion on MnTech Role with TIA**

Discussion took place on MnTech's role in solidifying the actions necessary to launch the ideas put forth from the Tech Inclusion Alliance. A working committee will be put together.

**7. Committee Updates**

The Governance Committee met and approved for nomination to the Board of Directors Julie Durham of UHG and Chris Howe of 3M.

Michael Lacey made a motion to recommend for nomination to the Board Julie Durham of UHG and Chris Howe of 3M, Patrick Joyce seconded the motion, the motion carried and Julie Durham and Chris Howe are elected to the Board of Directors.

Michael stated the Governance Committee is working on updating the guidelines of the Board of Directors structure and will present it for review at the next Board meeting.

Jeff gave an update on the Policy Committee stating that next year we will concentrate on STEM education (Computer Science for All) and Broadband issues. We are also reviewing how to staff a Government Relations role at MnTech.

Jamie Thingelstad gave an update on the Programming Committee, they have approved their Charter and are working to create a Code of Conduct for events, and reviewing an events statement due to covid limitations.

**8. Other Business/ General Discussion**

The next Board of Directors meeting will be the ACE presentations and we have decided to hold that meeting virtually. Jade gave a list of the non-profits that are featured in this years presentations. Jeff thanked the entire Board for their support and effort this year with member programming, sponsorship, and many other activities that are growing our stature.

**9. Adjourn**

Michael Lacey made a motion to adjourn, Sri seconded the motion, the meeting was adjourned.

**Minnesota Technology Association**  
**Profit & Loss Budget Performance**  
September 2021

	<u>Jan - Sep 21</u>	<u>YTD Budget</u>	<u>\$ Over Budget</u>	<u>Annual Budget</u>
<b>Income</b>				
<b>Membership</b>				
4010 · New	136,638	112,719	23,919	120,000
4011 · Renewals	434,507	426,891	7,616	433,179
<b>Total Membership</b>	<b>571,144</b>	<b>539,610</b>	<b>31,534</b>	<b>553,179</b>
<b>Promotion / Events</b>				
4084 · ACE Leadership	116,100	83,750	32,350	83,750
4090 · CIO Panel	0	0	0	36,065
4088 · CIO Forum	12,000	12,000	0	16,000
4110 · Tech Connect	97,840	74,000	23,840	74,000
4126 · TechTalent	32,300	44,000	-11,700	44,000
4121 · Tekne Awards	0	0	0	208,350
4123 · Women Leading in Technology	27,584	36,375	-8,791	56,000
4180 · Promotion Other	0	10,000	-10,000	10,000
<b>Total Promotion / Events</b>	<b>285,824</b>	<b>260,125</b>	<b>25,699</b>	<b>528,165</b>
<b>Grant/STEM Programs</b>				
4240 · SBIR/STTR	93,186	93,185	1	93,185
4241 · SBIR - Spons/Bus Dev Grant Re	40,000	40,000	0	40,000
4226 · STEM Projects/Donations	10,000	10,000	0	10,000
4232 · Foundation STEM support	20,000	20,000	0	40,000
4235 · SciTechsperience Grant				
4236 · SciTechsperience Grant Mi	560,986	450,000	110,986	560,000
4235 · SciTechsperience Grant - C	217,718	224,762	-7,044	293,932
<b>Total 4235 · SciTechsperience Grant</b>	<b>778,704</b>	<b>674,762</b>	<b>103,942</b>	<b>853,932</b>
<b>Total Grant/STEM Programs</b>	<b>941,890</b>	<b>837,947</b>	<b>103,943</b>	<b>1,037,117</b>
<b>Other Income*Sales &amp; Marketing</b>				
4325 · Misc Contribution Income	700	80	620	120
4340 · Advertising Income (TechTues)	1,000	1,000	0	1,000
4310 · Interest earned	49	270	-221	360
<b>Total Other Income*Sales &amp; Marketing</b>	<b>1,749</b>	<b>1,350</b>	<b>399</b>	<b>1,480</b>
4402 · Other Income - Loan Forgiveness	183,000			
<b>Total Income</b>	<b>\$ 1,983,607</b>	<b>\$ 1,639,032</b>	<b>\$ 344,575</b>	<b>\$ 2,119,941</b>
<b>Expense</b>				
<b>Administration</b>				
5040 · Dues & Subscriptions	2,915	2,900	15	2,900
5065 · Leases - Equipment	7,222	7,083	139	9,443
5010 · Bank Charges	368	300	68	300
5020 · Board of Directors	0	0	0	1,000
5030 · Business Insurance	4,006	4,000	6	4,000
5080 · Meetings	100			
5126 · Telecom	4,303	4,275	28	5,700
5150 · Storage	0	0	0	532
5310 · Courier	142			
5235 · Postage	240	295	-55	295

**Minnesota Technology Association**  
**Profit & Loss Budget Performance**  
September 2021

	Jan - Sep 21	YTD Budget	\$ Over Budget	Annual Budget
5410 · General Office Supplies	747	2,200	-1,453	3,200
5220 · Office Rent- MGEX	37,432	37,432	0	49,909
<b>Pro. Services</b>				
5115 · Merchant Card Service Fee	11,629	12,600	-971	16,800
5300 · Annual Audit	14,410	14,313	97	14,313
5350 · Payroll	2,132	2,236	-104	2,887
5355 · 401k	750	750	0	1,000
5390 · IT Service/support/subscri	12,182	8,437	3,745	11,836
5392 · Website Maintenance & St	13,107	4,500	8,607	6,000
5394 · Legal Service	0	500	-500	500
5501 · Consultants/Contract Servi	0	5,000	-5,000	5,000
<b>Total Pro. Services</b>	<b>54,209</b>	<b>48,336</b>	<b>5,873</b>	<b>58,336</b>
<b>Total Administration</b>	<b>111,683</b>	<b>106,821</b>	<b>4,862</b>	<b>135,615</b>
<b>5000 · Association Staffing</b>				
5502 · Gross Wages	604,490	607,186	-2,696	786,928
5550 · Tax Expenses	49,419	51,611	-2,192	66,890
5540 · Profit-Sharing/Retirement	21,291	21,291	0	28,482
5515 · Bonus	29,998	29,998	0	40,000
<b>Total Insurance &amp; Benefits</b>	<b>76,825</b>	<b>82,845</b>	<b>-6,020</b>	<b>110,790</b>
5610 · Prof Dev Seminars/Education	1,329	1,000	329	1,000
5620 · Staff Recognition	238	300	-62	600
<b>Total 5000 · Association Staffing</b>	<b>783,589</b>	<b>794,231</b>	<b>-10,642</b>	<b>1,034,690</b>
<b>5400 · Sales &amp; Marketing</b>				
5802 · Direct Marketing	2,487	7,250	-4,763	7,500
5804 · Community Relations/Sponsors	9,000			
<b>Total Outreach &amp; Meetings</b>	<b>307</b>	<b>3,350</b>	<b>-3,043</b>	<b>3,800</b>
<b>Total 5400 · Sales &amp; Marketing</b>	<b>11,793</b>	<b>10,600</b>	<b>1,193</b>	<b>11,300</b>
<b>Promotion / Event Expenses</b>				
5805 · ACE Leadership	23,645	20,700	2,945	21,000
5918 · CIO Panel	0	0	0	13,002
5907 · CIO Forum	0	325	-325	325
5930 · Sponsorship/ New Mem Breakf	0	500	-500	500
5954 · Tech Connect	25,022	36,645	-11,623	36,645
5968 · TechTalent	3,648	8,220	-4,572	8,220
5962 · Tekne Awards	0	0	0	168,316
5924 · Women Leading in Technology	1,232	4,563	-3,330	20,962
5964 · Cvent registration	0	0	0	0
<b>Total Promotion / Event Expenses</b>	<b>53,547</b>	<b>70,953</b>	<b>-17,406</b>	<b>268,970</b>
<b>STEM Program expense</b>				
5958 · SciTechsp general Expense	19,995	20,000	-5	23,170
5956 · SciTechsperience Co. Reim.	560,986	450,000	110,986	560,000
5991 · SBIR/STTR Program Expense	23,991	30,000	-6,009	30,000
<b>Total STEM Program expense</b>	<b>604,972</b>	<b>500,000</b>	<b>104,972</b>	<b>613,170</b>
<b>Public Policy</b>				

**Minnesota Technology Association**  
**Profit & Loss Budget Performance**  
September 2021

	<u>Jan - Sep 21</u>	<u>YTD Budget</u>	<u>\$ Over Budget</u>	<u>Annual Budget</u>
5972 · Government Relations	34,500	34,500	0	46,000
Total Public Policy	34,500	34,500	0	46,000
Total Expense	1,600,084	1,517,104	82,980	2,109,745
Net Income	<u>\$ 383,523</u>	<u>\$ 121,928</u>	<u>\$ 261,595</u>	<u>\$ 10,196</u>

**Minnesota Technology Association**  
**Balance Sheet Prev Year Comparison**  
As of September 30, 2021

	<u>Sep 30, 21</u>	<u>Sep 30, 20</u>	<u>\$ Change</u>	<u>% Change</u>
<b>ASSETS</b>				
<b>Current Assets</b>				
Total Checking/Savings	679,941.92	312,965.90	366,976.02	117.26%
<b>Accounts Receivable</b>				
1350 · Accounts Receivable	205,351.00	202,650.00	2,701.00	1.33%
Total Accounts Receivable	205,351.00	202,650.00	2,701.00	1.33%
<b>Other Current Assets</b>				
1010 · Petty Cash Account	265.00	265.00	0.00	0.0%
1180 · Undeposited Funds	-19,000.00	0.00	-19,000.00	-100.0%
1181 · Office Rent - Security Deposit	6,952.84	6,952.84	0.00	0.0%
<b>1200 · Prepaid Expense</b>				
1209 · TechTalent (tech.)	-80.00	0.00	-80.00	-100.0%
1214 · WLIT prepaid expense	0.00	500.00	-500.00	-100.0%
1205 · Prepaid Tech Connect expense	3,150.00	3,150.00	0.00	0.0%
1206 · Prepaid Expenses Tekne Awards	13,532.00	14,307.69	-775.69	-5.42%
1207 · Other Prepaid Event Expenses	1,500.00	1,500.00	0.00	0.0%
1200 · Prepaid Expense - Other	656.08	1,846.14	-1,190.06	-64.46%
Total 1200 · Prepaid Expense	18,758.08	21,303.83	-2,545.75	-11.95%
1391 · Allowance for Doubtfull Account	-2,000.00	-2,000.00	0.00	0.0%
1500 · Due From Foundation	0.00	1,122.00	-1,122.00	-100.0%
Total Other Current Assets	4,975.92	27,643.67	-22,667.75	-82.0%
Total Current Assets	890,268.84	543,259.57	347,009.27	63.88%
Total Fixed Assets	13,080.29	11,369.30	1,710.99	15.05%
<b>TOTAL ASSETS</b>	<b><u>903,349.13</u></b>	<b><u>554,628.87</u></b>	<b><u>348,720.26</u></b>	<b><u>62.88%</u></b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2000 · Accounts Payable	6,495.95	79,761.49	-73,265.54	-91.86%
Total Accounts Payable	6,495.95	79,761.49	-73,265.54	-91.86%
<b>Credit Cards</b>				
Total 2005 · Merrill Lynch Credit Card Accou	5,262.71	4,893.12	369.59	7.55%
Total Credit Cards	5,262.71	4,893.12	369.59	7.55%
Total Other Current Liabilities	409,031.74	286,923.90	122,107.84	42.56%
Total Current Liabilities	420,790.40	371,578.51	49,211.89	13.24%
Total Liabilities	420,790.40	371,578.51	49,211.89	13.24%
<b>Equity</b>				
3900 · Net Assets Unrestricted	99,036.22	118,969.38	-19,933.16	-16.76%
Net Income	383,522.51	64,080.98	319,441.53	498.5%
Total Equity	482,558.73	183,050.36	299,508.37	163.62%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>903,349.13</u></b>	<b><u>554,628.87</u></b>	<b><u>348,720.26</u></b>	<b><u>62.88%</u></b>



# Minnesota Technology Association

## CEO Report

Board of Directors Meeting

October 8, 2021

### OVERVIEW

With Friday's October board meeting primarily focused on the presentations from this year's ACE Leadership class, my report will be similarly brief and will focus on how we are progressing against the organizational goals we established in our 2021 Operating Plan. I want to also provide a quick update on the status of the Tech Inclusion Alliance, upcoming events, personnel, and our financial performance through September. Given that we will only have 30 minutes of meeting time ahead of the ACE presentations, please don't hesitate to reach out with any questions, concerns, or requests for additional information ahead of our meeting.

### 1. TECH INCLUSION ALLIANCE

Following our August 20<sup>th</sup> board meeting and presentation by Mike McNamara of Target, we have made great strides towards operationalizing the work of TIA. MnTech is now leading the development and execution of the action plan that will help expand the pool of diverse tech talent in the Twin Cities community while creating new and more equitable pathways to employment and career success.

The biggest development since our August 20 meeting was the commitment of Target Corporation to fund the first \$225,000 of expenses associated with this work and a verbal pledge to fund additional resource needs over the next twelve months. This will allow MnTech to properly staff our efforts to drive the TIA initiative forward and we're exceedingly grateful to Mike McNamara, Jake Krings, and the Target organization for this generous support.

Effective October 1<sup>st</sup>, Jade Denson assumed the new role of Vice President, Talent Initiatives, at MnTech and will focus almost exclusively on leading the work of the Tech Inclusion Alliance. Jade will share more on this during Friday's meeting, but last Friday she convened the first gathering of 16 tech and community leaders that have committed to help inform our initial work and project plan for TIA. The results of this effort will be shared with the initial group of CIOs that have committed to the Alliance at a meeting tentatively scheduled for the morning of November 10<sup>th</sup>. Again, more to come on TIA on Friday.

### 2. PERSONNEL

With Jade now leading our tech talent initiatives, we have begun the process of hiring her replacement to lead programming and member engagement at MnTech. The job posting has attracted the interest of a few solid candidates and we will continue accepting applications over the course of the next few weeks with a goal of having a solid candidate selected before the Thanksgiving holiday.





We are also recruiting for a new Director of Policy & Research, a gap in our team that we look forward to finally filling with an individual that will not only lead/coordinate our public policy and advocacy efforts, but be a great resource in support of our TIA work as well. We will also be hiring a Project Manager to assist Jade in managing the various workstreams of TIA. The PM role is fully funded by Target as is ½ of the new policy position. We will be raising additional funding from TIA member companies to cover our full cost of managing the TIA initiative.

### 3. EVENTS

Given the continued community health challenges posed by COVID, we decided to pivot to a virtual format once again for this year's Tekne Awards celebration. We were able to come to an agreement with The Depot Renaissance on pushing this back yet another year with just an \$8k financial cost for doing so. With our Tekne sponsors being understanding and supportive of the decision to go virtual, we will be able to produce a first-class online event without a significant impact to our budget. We hope you will all plan to join us online at 4 pm on November 17<sup>th</sup> as we not only announce and honor Tekne Award winners in 13 primary categories, but also present awards for Lifetime Achievement, Public Policy, and Rising Stars in addition to honoring MnTech Scholarship Award winners. It will be a great afternoon of celebration!

Our next Women Leading in Technology (WLIT) event will take place the afternoon of November 9<sup>th</sup> and features the new head of Microsoft's U.S. business operations, Deb Cupp. Deb exemplifies the quality of national speakers we have been able to attract (Julie Sweet, CEO of Accenture, being another recent example) as a result of our switch to virtual programming. While we look forward to offering an in-person component to most future WLIT events, online access is here to stay.

Our MnTech peer forums continue to provide impactful opportunities for technologists with similar job functions and titles to discuss common challenges, share best practices, and network and collaborate in a more intimate, safe space. We have peer forums scheduled in the coming weeks for service desk managers, product owners/managers, those responsible for infrastructure and dev ops, as well as data governance. Check out the dates/times at [www.mntech.org](http://www.mntech.org).

The peer forum series was launched as a function of the success of our quarterly CIO Forums, and our final forum of the year is scheduled for the morning of November 4<sup>th</sup> and will feature Teddy Bekele of Land O'Lakes, Andrea Markstrom of Taft Law, and Sameer Badlani of Fairview Health Systems as they lead a discussion around "Creating a Value Stream." We hope to see many board members there for what should be another thought-provoking forum.

And finally, our annual CIO Panel is scheduled for the morning of December 7<sup>th</sup> and will be held virtually starting at 8:00 am. This year's panel will include Kim Skanson of Cargill, Mike Matthews of Deluxe, Susan Knudson of HealthPartners, and Kathy Persian of Schwan's as they

share their insights and perspectives on key challenges (and opportunities) for tech leaders in 2022. Please put this in your calendars for the morning of December 7.

We are in the process of updating our event and sponsorship prospectus for 2022 and will share this in the coming weeks as we hope you will all consider how your companies can support MnTech programming and events through sponsorship opportunities.

#### **4. FINANCIALS**

Our financial position remains solid as we continue to exceed plan in all relevant areas. Total membership revenue (both new and renewing) is \$31k ahead of plan (\$571k vs. \$540k) and revenue in other areas are tracking ahead as well. Net income through the first nine months is \$384k versus a budget of \$122k, resulting in a positive variance of \$262k. This result has been fueled not only by stronger than expected operating results, but also the extraordinary gain of \$183k stemming from the forgiveness of our PPP loan in August. All in all, a great year is unfolding.

The balance sheet is strong with \$903k in total assets (of which \$680k is cash) against total liabilities of \$420k, resulting in net equity of \$483k. The detailed income statement and balance sheet as of September 30<sup>th</sup> is attached for your review and we look forward to addressing any comments and concerns on Friday.

#### **5. OPERATING PLAN UPDATE**

While I've reported progress against the 2021 Operating Plan to the executive committee of the board, I want to share an update with the broader board as to how we are progressing against key goals and objectives through the first three quarters of the year. The following is a recap of these objectives, goals, key strategies, along with a brief commentary at the end of each section as to where we stand in relation to achievement of these goals.

##### **2021 Key Objectives:**

1. Grow Membership & Revenue
2. Increase Member Engagement
3. Maximize Impact of Events
4. Build Our Brand
5. Operationalize Key Pillars
6. Optimize Organizational Effectiveness

##### **Objective #1: Grow Membership & Revenue**

Goal: Generate \$120k of new member revenue from at least 20 new companies.

##### Strategies:

- A. Work with Revenue Committee to identify top company prospects with focus on larger enterprise accounts.

- Map and assign CIO/CTO relationships for outreach by Jeff and others
  - Complete initial outreach to Top 50 prospects by March 15
  - Complete meetings with at least 2/3 of prospects by April 15
- B. Create new member recruitment digital pitchbook and other promotional assets.
- C. Attend relevant CIO events/gatherings (e.g. Evanta, HMG, Think IT) to maintain visibility and create opportunities for targeted follow-up.
- D. Leverage speaking opportunities at MnTech events to engage new prospects.
- E. Review current membership dues structure with an eye towards simplification and equity. Perform financial sensitivity analysis to assess economic impact.

***STATUS:** With more than 40 new members to date and booked new member revenue of \$137k through September, we have already exceeded our 2021 goal. The review of our dues structure is still underway and we will be simplifying the current tier structure for 2022.*

## **Objective #2: Increase Member Engagement**

Goal: Reduce membership revenue attrition to 12% through deeper and more varied member engagement opportunities.

### Strategies:

- A. Sharpen and sustain current program offerings.
- Create consistent gathering cadence for MnTech communities and peer forums, secure higher quality speakers, provide more opportunities for members to share their thought leadership, etc.
  - Launch 1-2 additional communities and peer forums based on member interest.
- B. Establish a consistent member-onboarding experience to ensure new members engage early and impactfully.
- Group sessions for smaller companies and individualized meetings with larger companies.
  - Share opportunities to join steering teams, form champion teams, sign up for member newsletter, etc.
  - Equip members with tools for promoting the MnTech membership as a professional development and networking opportunity for their teams.
- C. Form “Champion Teams” at larger member companies equipped with member toolkit to expand reach and awareness.
- Help Champion Teams set goals, maintain quarterly touchpoints with MnTech team, and more.
  - Host “cross-champion team gatherings” to bring various member champion teams together to share best practices, connect, and deepen their networks.

- Develop Champion Team “score cards” to measure goals and engagement throughout the year.
- D. Launch monthly community discussions: informal connection and learning opportunities for expanding members’ networks and staying current with technology trends/issues.
- Connection-focused engagement that gives members the opportunity to build relationships in a semi-structured fashion. Members are missing the “connection” piece that come with in-person events, providing an opportunity for facilitated sessions geared towards connecting over technology topics of interest.
  - Discussions will kick-off with a thought-leader speaking for 5-10 minutes (a member speaking opportunity) with the remainder of the event spent in breakout rooms of 10-15 people facilitated by a member or MnTech staff.
- E. Launch MnTech digital community campaign & drive engagement on Slack.
- Slack will be used to sustain connection and community across steering teams, across champion teams, within communities and peer forums, and facilitate virtual discussion and connection.
- F. Retool “Member Monthly” to become a more personalized “Member Quarterly” newsletter.
- Generate quarterly newsletters containing general MnTech content as well as company-specific engagement and highlights. This will serve as a place to spotlight member engagement numbers, sponsorship recognition, event satisfaction data, and leadership/speaking opportunities that will not be visible to non-member companies.
  - The quarterly member newsletter will also feature industry & community insights, white papers, environmental scans, etc.
  - Member quarterlies will go out to champion teams and other key contacts within all member companies.
- G. Revamp the TECHtuesday weekly newsletter to include more member stories highlighting both companies and the individual contributors driving technology innovation in our community.
- H. Establish steering/advisory teams for most MnTech programming.
- Signature events, peer forums, community discussions, communities of interest, and other programming will have their own advisory teams that help drive the content of programming and provide leadership opportunities for members.
- I. Launch ACE Leadership Alumni Board and re-ignite alumni engagement.

***STATUS:** With membership renewals running \$8k ahead of plan through September 30, we are meeting our attrition goal as a result of more focused programming and targeted member engagement. We have implemented all of the strategies listed above with two minor exceptions. Strategy D has morphed into our expanded peer forums which while not each produced monthly, in total it has resulted in at least 1-2 learning forums per month. We also chose not to implement Strategy E based on member feedback and will reconsider use of Slack in the coming year.*

### **Objective #3: Maximize Impact of Events**

Goal: Generate \$260k in net income from events while delivering member/community value.

Strategies:

- A. Produce three first-class signature events in support of MnTech mission:
  - 1) TechTalent – Forum to address issues and share best practices related to inspiring, hiring, developing, and retaining tech talent (March 4<sup>th</sup>)
  - 2) Tech Connect – Opportunity to showcase Minnesota companies deploying technology in innovative ways and foster community conversations on technology topics of interest (June 3<sup>rd</sup>)
  - 3) Tekne Awards – Honors the innovations and innovators fueling Minnesota's technology success in a gala evening of celebration (November 17<sup>th</sup>)
- B. Leverage CIO Forums, CIO Panel, and WLiT events as means for creating peer-to-peer networking and learning opportunities and sponsor visibility.
- C. Elevate the production quality of virtual events with more creative graphics and content.
- D. Take advantage of virtual nature of events to invite industry thought leaders from outside Minnesota to present at MnTech events (ex. Sheryl Sandberg's recent WLiT remarks).
- E. Create sponsorship prospectus and event packages that encourage early commitments and reduces reliance on individual ticket/table sales.

STATUS: *Despite having to pivot all events to virtual this year, we are on track to surpass our goals related to events and have leveraged all strategies above in this regard.*

### **Objective #4: Build Our Brand**

Goal: Elevate MnTech's brand presence and amplify our impact through effective marketing and communications, specifically through use of segmented social media channels and a cohesive design strategy.

Strategies:

- A. Launch new/revised MnTech assets, visuals, and graphics: ready-to-use templates for each COI, signature events, social channels, etc., all with proper branding guidelines, updated colors, fonts, icons, and adherence to standardized pre/post event communications.
- B. Re-skin web site with revised sitemap, fresh imagery, and more concise, impactful content, particularly in copy-heavy areas.
- C. Establish MnTech as a tech thought leader through op/eds, speaking engagements, etc.

- D. Create a story-telling culture that highlights and celebrates member company success and technology innovation in Minnesota via social media channels.
- E. Share stories, personal anecdotes, inside/behind-the-scenes looks at MnTech and member companies through TECHtuesday newsletter, Membership Monthly, social media channels, website, etc.
- F. Optimize social media presence and output by creating more engaging/interactive content: polls, Q&As, direct interaction with member companies' marketing teams, etc.
- G. Build out strong Instagram presence to position MnTech as more youthful, fun, and vibrant: connect with younger millennial tech talent in order to drive visual appeal and spur interest in tech careers.

***STATUS:** While difficult to measure this more qualitative objective and goal, we believe we have made great progress this year in elevating our brand and profile through more impactful communications. We have (or are in the process of) implementing all of the strategies mentioned above with the refresh of our MnTech web site now scheduled to go live by the end of October.*

## **Objective #5: Operationalize Key Pillars**

Goal: Create and implement work plans for three pillars of Talent, Advocacy, and Community.

Strategies:

- A. Develop more intentional plans to drive impact in the areas Talent and Advocacy (much like what has been done with Community over past year).
- B. Leverage Tech Talent Community Steering Committee for advice/direction on initiatives.
- C. Produce high-quality research report on the state of tech talent in Minnesota to address key workforce issues, skills gaps, promising practices, and calls to action related to public policy and programming recommendations.
- D. Partner with and amplify the work of organizations focused on developing tech talent such as MN STEM Partnership, Code Savvy, Technovation(MN), Genesys Works, Blacks in Technology, CS4ALL, etc.
- E. Better utilize board's Policy Committee to create a more robust legislative agenda and MnTech public policy positions ahead of the 2022 session. Assess need for staff member focused on public policy or contracted resource.
- F. Ensure MnTech programming, events, and resources properly align with key pillars.
- G. Learn from and leverage work of other TECNA councils in the creation of strategies and programs in support of key pillars.

***STATUS:** Of the six key objectives for 2021, this is the one where we have made the least progress to date, but I'm encouraged as to how we will end the year and launch into 2022 as it*

*relates to our Talent and Advocacy pillars. Talent will be operationalized as a result of MnTech leading the Tech Inclusion Alliance and I look forward to the impact we can have for members and our broader community as a result. And with a new Director of Policy & Research being hired, we will also be in a position to give our public policy and advocacy work the attention it deserves.*

## **Objective #6: Optimize Organizational Effectiveness**

Goal: Fulfill mission and meet organizational needs while meeting budget goal of \$10,000 in net income in FY2021.

Strategies:

- A. Maintain smaller, leaner team of high-performing individuals.
- B. Build and sustain a positive team culture through team events, celebrations/recognition, flexible work schedules, etc.
- C. Minimize office occupancy costs as we embrace more flexible, remote work.
- D. Move all applications and files to the cloud and sunset legacy in-office servers.
- E. Expand bundled membership/sponsorship packages for enhanced revenue visibility.
- F. Explore ways to barter for goods and services through MnTech memberships and/or sponsorship recognition.
- G. Identify new home for MNSBIR consulting practice before September.
- H. Explore new ways to effectively utilize and leverage the MnTech Foundation.

STATUS: *We will far exceed our net income goal due in no small part to the extraordinary gain of \$183k booked in August as a result of the PPP loan being fully forgiven as a function of our staff retention. But even without the benefit of PPP, we are running well ahead of budget in terms of net income. We weren't successful with Strategy G as the University of Minnesota rescinded its interest in absorbing MNSBIR this year, but we have been able to secure all requisite funding to keep this from being a financial drain on our organization. As it relates to Strategy H and the MnTech Foundation, our efforts with TIA will open up new opportunities to leverage our 501(c)3 status to secure grant funding from corporate and other charitable foundations.*

In closing, I want to thank the board for its guidance and support of our programming and initiatives over the first nine months and I look forward to creating an even more impactful plan for what we can achieve together in 2022. See you on Friday!