AGENDA  
**1) Review/Finalize goals and projected outcomes for II Lab: one-on-one consulting. (Can we think of a better name for this?)**

Timing: 2 year span for project.

Need to figure out how to structure so it isn’t impacting Golis’ contract. 2 day retreat + 15 hours a month for members to check in with Golis/TVS over 3 months. 1-1 consulting conversation might need to be rephrased. Make sure that we are able to separate benefits of 1-1 vs small labs.

Pregaming (needed raw materials)

* Metrics: Google Analytics + RSS analytics (feedburner?): What’s your tracking process, how do you apply that information, what does a 3 month profile look like.
* Ad server: percentage of direct v remnant, CTR, cpms, who you use for remnant. Ad networks?
* Email/Enewsletter: open rates, list size, CTRS, primary uses.
* Social networking strategies, who you’re reaching. Youtube, vimeo, twitter, fb, average comments on platforms, overall strategy. How much traffic do you get from social networks and search?
* Demographic status and demographic ideal—who are you reaching vs. trying to reach.
* Need dedicated staff: One from editorial and one from publishing. Need to think higher level vs. on the ground. Also need staff profile. Web only, networks, online fundraising.
* Publication schedule. Webnative? Republished? Medium? Text/Audio?
* What does a good day look like? Traffic, etc.
* Projects in developments-ads, list-building, mobile,
* 2010 budget? Donations, Total donors, ave. donations, sources/how that money comes in.

Retreat Structure

* Pregame, new info to come prepared
* Day 1 Landscape/Dissection of models
* Day 2 Choosing a model and building a strategy (Brainstorming and prioritization in the AM, choosing project, making plan)

Follow Up Structure

* Set up 2 hour monthly “workshop check ins” to review progress, plus 5 hours of tmc-staffed advice. This could be something that allies work with as well. Build a field team for working with members. Last 2 hours will be the review/pre-launch.
* Need to figure out how to manage golis’ time and billing.

What do we need to experiment with or move? What are some of the big priorities that they need to think about.

**2) Review overall timeline over next few months and adjust as needed**

See docs for adjustments.

3) Determine capacity (number of orgs) and timing (when to start, how many at a time, how man hours per org/month)

**4) Draft application forms for members and description of project**

* Explanation of project/list of requirements
  + Workshop is a 3 month turbocharge for your organizations digital operations. Intensive training to help your organization analyze, understand and innovate in list-building, revenue generation and harnessing new technologies. This is not a strictly how to workshop, but really focuses on giving your org the tools and guidance to begin a new phase and continue to innovate once workshop is over. Give a nod to specific sections in the big thaw.
  + Money: 1-1 consulting costs include Andrew, Space, Logistics, Food. 50 hours staff time for retreat, 18 hours for call, 45 hours a month for emergency consulting. Combined total of 123 hours of consulting per org. 12K worth of consulting. $1200 plus food or travel for strategy retreat.
  + Commitments: Monthly check in calls, evaluations at the end—video, text, slideshow—sharing digital profile (note confidentiality + NDA). What do we need from staff: commit to working with us to host strategy retreat, monthly reports on planning/experimentation, commitment to move this work forward, commitment to 6 month followup for funding purposes, etc. Need to articulate role of senior management vs. day to day workers.
* Name, title, contact info (do we want editorial or publishing side brought into this?)
* This project will require x amount of ed/pub staff time a month, can you dedicate staff time/resources to it.
  + Note that it’s important to us that people involved in this project are excited and ready to commit to new digital operations. Why do you want to participate? Why do you feel like you need this workshop? What are you hoping to get out of it? Give us a digital state of the organization and where you want it to be in 2011. Be realistic, but enthusiastic. What platforms are you active on?
* Digital snapshot –ballpark/average monthly uniques, revenue, staff size+breakdown MUST BE HONEST!!! Annual budget for digital strategies. Do you have a significant audience on any of the below platforms? If so, which and how big. Do you accept ads? Do you have a staff person dedicated to advertising space?
* Do you have any major plans to innovate/expand platforms for 2010
* Of the list below (video mobile listbuilding etc), which topics are your biggest challenges for your future/current plans
* How many platforms are you operating on? Online tv radio podcast etc.

**Criteria for Acceptance**

* Public
  + Should have a basic concept of what they want to do or a plan they want to gut-check. Includes rough budgeting, concept, etc.
  + Diversity of size, audience and media
  + Need to have real commitment and enthusiasm.
  + Must have staff resources to follow through with this. Buyin from senior leadership
* Private
  + No Assholes, but need another reason to turn down.
  + Project is to further existing work and not add more to overflowing plates
  + Who do we really want to apply? TAP, BK, Campus Progress, ARC, FreeSpeech+Grittv?, IPS, Yes!

**5) IF TIME: draft out template agenda for 2-day strategy retreat with orgs**Day 1

Analysis of DP first? Is there any presentation we can create out of it? Visuals? What does the analysis consist of? What are we basing it off of?

10 a.m.-10:20

Establish Goals for 2 day meeting + overarching project

* Xxxx
* xxxx
* Come out with project, experiment or area that will develop over the next few months. TMC will provide consulting on that work.
* Goals for organization-hopefully established b4 meeting, but should review them

Review Lead up to meeting and agenda for 2 days

10:20-10:30

HMMMM  
10:20-10:50 The Audiences

The Audience(s) you want to reach

Reaching those Audience(s)—network layers, cycle of engagement

10:50 Analysis of digital profile  
Overarching analysis

Start with a ½ hour state of media conversation. Talk through the 4 audiences and types of networks. Do we want to have any success stories/examples. Tiger Woods Sex (Video) via huffpo.

Move into analysis of digital profile, asking how they fit into these 4 things. “Here’s twitter. Why do you use it? What is your strategy.” Do you have a networked audience? What are your audience priorities. Smaller audiences, for ex, need to be building loyalists, not necessarily doing the link economy thing. How do you mobilize and activate your core readers? Talk about the difficulties with moving data in between networks.

Phase two of digital profile: Move to macro. Core audiences: how many emails, how many comments, store activity, prime editorial products, split out digital profile into these categories. Move into a conversation about what opportunities are being missed. Need to run through scenarios re: implications of utilizing different audiences.

Need to get orgs to commit to talking about their priorities of audience types. Break into pairs and come up with an aud. That is being underserved, the benefit of reaching them ($$ and editorial), and what a potential project is for reaching them. Get ideas up on the board and prep for a debate/prioritization the next morning.

Day 2

Review projects and narrow down, then move into a conversation about which projects are possible.

What are big goals? Timeline? Major Challenges? Financial and staff resources? What kind of impact do you want to have?

**What do we need to prep for conversation?**

1. Figure out presentation

**6) Next Steps**

One announcement email pre release of applications.

Website info under projects