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Fiscal Years 2011-2016, 2013

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U.S. Small Business Administration  
Washington, DC 20416

September 16, 2014

Re: August 17, 2014 FOIA Request # 2014-818-1 for a digital/electronic copy of the most recent SBA Communications Plan (press/external relations).

This is in response to your FOIA request dated August 17, 2014 requesting a digital/electronic copy of the most recent SBA Communications Plan (press/external relations).

Attached is the plan you requested in its entirety.

Sincerely,

A handwritten signature in black ink, appearing to read 'T. P. Sutherland', written over a faint, larger version of the signature.

Terrence P. Sutherland  
Director, Press Office  
Office of Communications and Public Liaison

# SBA PRESS OFFICE FY14 COMMUNICATION PLAN

In support of SBA Strategic Plan Fiscal Years 2011-2016

*By: Terry Sutherland  
Director, Press Office*



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## Executive Summary

This communication plan is a “*living*” document. The intent is not to be a final document but one that is fluid and dynamic to changes within the agency. While the major communication points supporting SBA’s strategic goals are covered within this plan, along with recurring events, there are always new initiatives, opportunities, announcements, updates and launches that will develop as the year progresses. There will also be new direction and guidance from the SBA Administrator and White House that the SBA Press Office will support.

The SBA Press Office lives by the three “P’s” – *People, Process* and *Product*. You have to have the right people who are motivated and qualified to perform their duties. They follow a process to ensure that the communication points are true and accurate; and that the product produced is of the *highest* caliber. The Press Office is very fortunate to have a very talented and professional staff that meet and deliver on all these requirements.

The vision of this communication plan is to promote SBA’s overall mission, goals and core values to our targeted audiences: stakeholders, opinion leaders and resource partners.

Each month a specific SBA strategic goal will be highlighted and executed through the strategies and tactics program. The communication mediums used will be all encompassing to include interviews, press releases, webinars, social media, blogs and more. The focus will be promoting program results.

Outlined recurring events, along with new ideas and initiatives, will be constantly sought out to further communicate SBA’s mission: To maintain and strengthen the nation’s economy by enabling the establishment and vitality of small businesses and by assisting the economic recovery of communities after disasters.

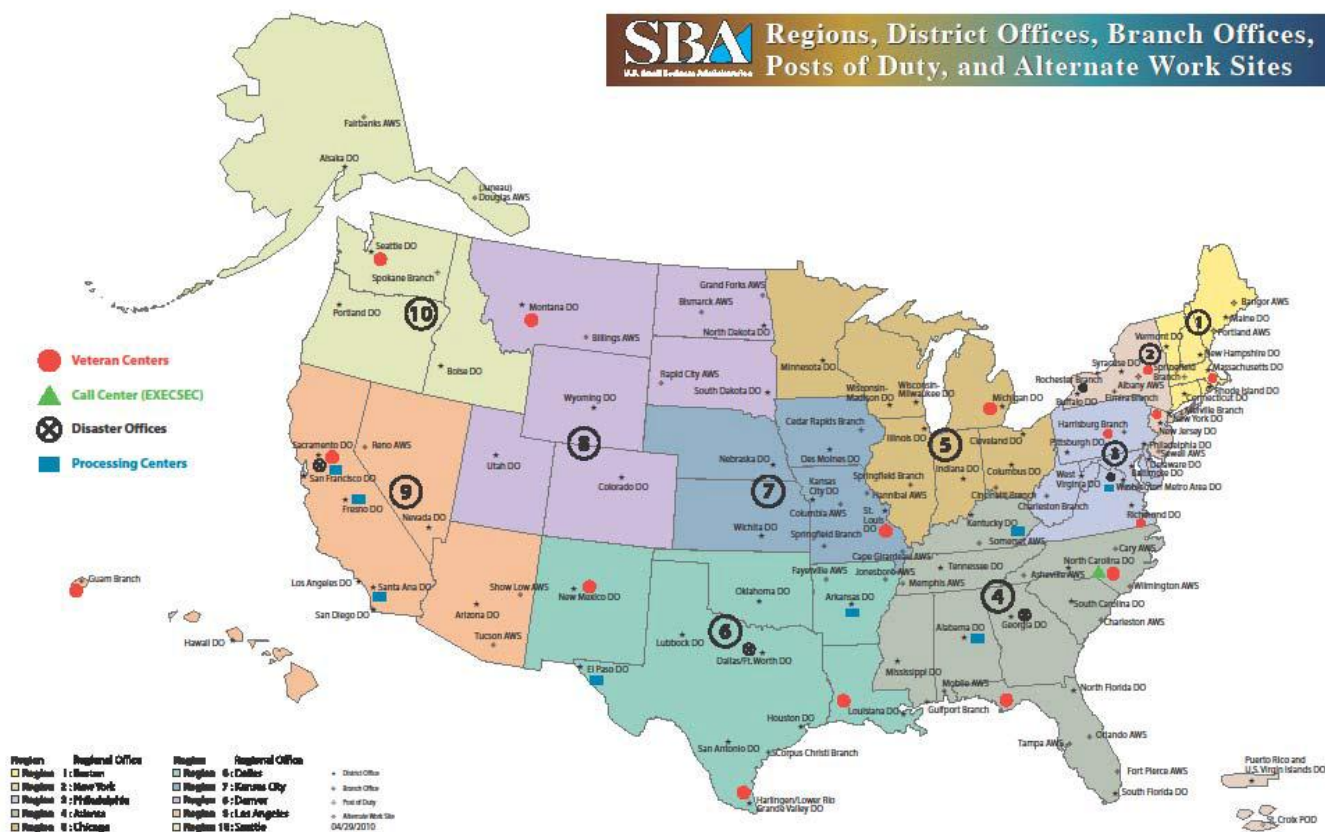
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TERRENCE P. SUTHERLAND  
Director, Press Office  
U.S. Small Business Administration

## Background

### Organization Map

The SBA's headquarters building is located in Washington, D.C., while its business products and services are delivered with the help of 10 regional offices, 68 district offices, their corresponding branch offices, and a vast network of resource partners in all 50 states, the District of Columbia, Puerto Rico, American Samoa, the U.S. Virgin Islands, and Guam.



This communication plan supports SBA's Strategic Plan: Mission, Overarching Goals and Core Values.

## **SBA Strategic Plan FY 2011 – 2016**



### **Mission:**

Maintain and strengthen the Nation's economy by enabling the establishment and vitality of small businesses and by assisting in the economic recovery of communities after disasters.

### **Overarching Goals:**

1. Grow businesses and create jobs
2. Build an agency that meets the needs of today's and tomorrow's small businesses
3. Serve as the voice for small business

### **Core Values:**

1. Outcomes Driven
2. Customer Focused
3. Employee Enabled
4. Accountable, Efficient and Transparent







**Target Audience** is divided into four categories:

1. Resource Partners & Stakeholders

Access to Capital

- Active Lenders (7(a) loans)
- Certified Development Companies (504 loans)
- Microloan Program (loans up to \$50,000)
- Surety Bond Guarantee Program
- Small Business Investment Companies
- Small Business Innovation Research Program

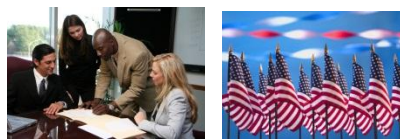


Entrepreneurial Development

- Small Business Development Centers
- SCORE Chapters
- Women's Business Centers
- Veteran's Business Outreach Centers
- Online Tools and Small Business Learning Center
- Native American Business Development

Government Contracting

- 8(a) Certified
- Woman or Women-Owned
- SDB Certified
- HUBZone Certified
- Veteran
- Service-Disabled Veteran



## Chambers of Commerce

- Statewide Chambers of Commerce



## State Congressional

- State Senate
- State House of Representatives



## Federal

- Congress
- White House
- Other Federal Departments/Agencies



## Economic Development Agencies

- Economic Development Agencies
- PTACs - Bid Assistance Network
- Small Business Incubators



2. General Public (potential and existing small business owners)
3. Media – **Traditional & Social Media** (leveraging media to communicate with all other audiences)
4. Internal agency employees.



**Communicating, Educating  
and  
Promoting Results**

**Strategic Goal 1: Growing businesses and creating jobs**

**Strategy 1.1:** Expand access to capital through SBA's extensive lending network

**Tactics: Pitch/promote (David Hall):**

1. Paperless Processing. Discuss the positive effect and increase in the percentage use of paperless processing on 7(a) and 504 programs.
2. Small Businesses Assisted – Showcase number of new businesses assisted through 7(a), 504 and Microloan programs.
3. Active Lending Partners. Highlight how our lenders have grown in all SBA loan programs.
4. Loan dollars approved. Highlight how the dollars are assisting small businesses in approved loans.
5. Jobs supported – Highlight how many jobs have been created because of these loans

**Strategy 1.2:** Ensure federal contracting goals are met or exceeded by collaborating across the federal government to expand opportunities for small businesses and strengthen the integrity of the federal contracting certification process and data.

**Tactics: Pitch/promote (Tiffani Clements)**

***Small Business Contracting***

1. Discuss the statutory goal for 23 percent of federal prime contracting dollars going to small businesses.

2. Discuss the federal prime contracting goals for small disadvantaged businesses – 8(a) program participants (5 percent), women-owned small businesses (5 percent), service-disabled veteran owned small businesses (3 percent), and HUBZone firms (3 percent).
3. Government spends more than \$400 billion in the federal process arena with nearly \$90 billion going to small businesses in FY12.
  - a. Discuss how contracting with small businesses stimulates the nation's economy. Highlight examples and success stories.

**Strategy 1.3:** Strengthen SBA's entrepreneurial education, counseling and training resources to help create new businesses and support the needs of existing businesses by successfully focusing on core program resources and ensuring these resources are aligned with the needs of both Main Street and High Growth Small Businesses.

**Tactics: Pitch/promote (Cecelia Taylor)**

1. ***Small Businesses Created.*** Promote the number of new businesses created through SBDCs, Women's Business Centers and SCORE. The long-term goal from Fiscal Year 2011 through Fiscal Year 2014 is to help create 37,000 small businesses.
2. ***Small Businesses Assisted.*** Promote the number of businesses assisted through Women's Business Centers and SCORE.
3. ***Long-Term Counseling Clients.*** Discuss the number of long-term counseling clients of SBDCs.
4. ***Capital Infusion.*** Promote the dollar value of capital infusion that SBDCs helped to secure for their clients.

**Strategy 1.4:** Ensure that SBA’s disaster assistance resources for businesses, non-profit organizations, homeowners, and renters can be deployed quickly, effectively and efficiently in order to preserve jobs and help return small businesses to operation.

**Tactics: Pitch/promote (Carol Chastang)**

***Recovery Assistance:***

1. Discuss percent of small businesses sustaining economic injury that remain in operation 6 months after final disbursement.
2. Discuss percent of small businesses sustaining physical damage that are in operation 6 months after final disbursement.
3. Discuss percent of homeowners who completed eligible disaster repairs within 6 months of final disbursement.
4. Discuss percent of renters who completed eligible personal property replacement within 6 months of final disbursement.
5. ***Customer Satisfaction.*** Discuss customer satisfaction rates for approvals and declines. Promote success stories and testimonials.
6. ***Loan Processing.*** Discuss:  
Percent of home loans processed within standard (goal of 85%)  
Percent of business loans processed within standard (goal of 85%)

**Strategy 1.5:** Strengthen SBA’s relevance to high-growth entrepreneurs and small businesses to more effectively drive innovation and job creation through both the agency’s existing programs as well as new initiatives.

**Tactics: Pitch/promote (Dennis Byrne/David Hall)**

1. ***SBIR/STTR Operational and Commercialization Improvements.***  
Significantly increase awareness of the SBIR program as the government’s premier innovation program, deploying improved data collection, reporting systems, and performance metrics.
  - a. SBIR – Target specific audiences and partners who might help to effect a meaningful increase in the rate of commercialization above the baseline.
2. ***Long-Term Capital Deployed.*** Double the amount of long-term capital deployed in the SBIC program, and any other new programs, from the average of \$750 million per year to \$1.5 billion per year by Fiscal Year 2016.
  - a. Promote and highlight the effects of the long-term capital deployed
3. ***Promote success stories and highlight the number of Small Businesses assisted through Export Assistance. (David Hall)***
4. ***Promote success stories and highlight the number of Small Businesses assisted through SBIC.***

**Strategy 1.6:** Strengthen outreach to underserved communities and underserved populations.

**Tactics: Pitch/promote (David Hall, Cecelia Taylor, Dennis Byrne, Tiffani Clements)**

1. ***Capital Access.*** Promote the number of Small Businesses Assisted for 7(a), 504, SBIC, and Microloans; loan approval dollars in Underserved Markets for 7(a), 504, and Microloans. (David/Dennis)
2. ***Counseling and Training.*** Promote the percentage of clients from underserved demographics or geographically-based constituencies that are served by all resource providers (Cecelia)

3. ***Veterans:*** Promote the number of Veterans assisted and customer satisfaction (%) – success stories. (Dennis)

4. ***Contracting and Business Development.*** (Tiffani)

Maximize contracting dollars and increase share going to the socio-economic and service-disabled veteran subgroups with small business contracting goals (SDB (including 8(a)), WOSB, SDVOSB, and HUBZone)

Promote the Number of small businesses assisted through the 7(j) program and outcome-based approach to management and technical assistance.



**Strategic Goal 2: Building an SBA that meets needs of today's and tomorrow's small businesses**

**Strategy 2.1:** Strengthen SBA's core programs and operations to ensure that they are high performing, effective, and relevant to the needs of the small business community.

**Tactics: Pitch/promote (David Hall)**

1. ***Discuss -- Customer Satisfaction Ratings of SBA's Online Applications and Resources.***
2. ***Robust Performance and Financial Management.*** Discuss independent auditor's opinion on SBA's financial statements. Transparent reporting on agency's high priority goals.
3. ***Open Government.*** When met, promote proposed milestones in SBA's Open Government plan.
4. ***Promote hours saved by users of sba.gov.***

**Strategy 2.2:** Invest in SBA's employees so they can more effectively serve small businesses.

**Tactics: Pitch/promote (internal) (Carol Wilkerson)**

1. ***Recruit and Retain Exceptional Talent.*** An SBA average "Time-to-Hire" that is five days faster than the Federal Government-wide standard. Retention rates for new hires. Survey hiring managers for quality of candidates. When met, promote efficiency and expediency.
2. ***Support and Invest in Employees.*** Highlight annual employee/customer satisfaction surveys.

**Strategy 2.3:** Mitigate risk to taxpayers and improve oversight across SBA programs.

**Tactics: Pitch/promote (David Hall, Cecelia Taylor, Dennis Byrne, Tiffani Clements, Carol Chastang)**

1. ***Credit Risk.*** (David)  
Promote successes of Onsite/Offsite monitoring and reviews of lenders. Discuss the regular programmatic reviews of the 7(a), 504, and Microloan programs.
2. ***Contracting Risk.*** (Tiffani)  
Discuss timely and effective processing of HUBZone and 8(a) applications along with number of HUBZone site visits and percentage of 8(a) reviews completed.
3. ***Entrepreneurial Development Risk.*** Discuss regular programmatic and financial reviews of all resource partners and the successes these partners provide. (Cecelia)
4. ***Investment Program Risk.*** Discuss the benefits and successes of the wind down of Participating Securities program (minimizing loss and maximizing the recovery of leverage for the taxpayer). Promote the success of the Debenture Program – less risk and losses paid by fees. (Dennis)
5. ***Disaster Program Risk.*** Discuss the regular programmatic reviews and support provided to individuals and businesses. (Carol C.)

### **Strategic Goal 3: Serving as the voice for small business**

**Strategy 3.1:** Collaborate with other agencies to strengthen the delivery of programs, resources and services.

**Tactics:** Continually support the Office of the Administrator in reaching out to our federal government partners in promoting the programs, resources and services. Showcase agency small business collaboration efforts (Press Office/Press Secretaries)

**Strategy 3.2:** Foster a small business-friendly environment by encouraging Federal Agency awareness about the impact of unfair regulatory enforcement and compliance efforts, reducing burdens on small business, and improving small business research.

1. **Regulatory cost savings achieved.** The long-term goal from Fiscal Year 2011 through Fiscal Year 2014 is to achieve \$22 billion in regulatory cost savings. (Office of Advocacy)
2. **Number of research products published annually.** (Office of Advocacy)
3. **Small Business Comments/Federal Agency Responses.** Processing times to send comments to Agencies and to send responses to small businesses.
  - a. **Tactics:** Continually support the Office of the Administrator in reaching out to our target audience in strengthening the awareness of SBA's Office of Ombudsman as critical resources for small businesses. (Carol C./Office of Ombudsman)

**Strategy 3.3:** Promote the availability, analysis, and dissemination of the most current, accurate, and detailed statistics possible on small business.

**Tactics:** Continually support the Office of the Administrator in promoting the detailed statistics. (Press Office/Press Secretaries)

## Deliverables

~ October 2013 ~						
September						November
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	Notes:	

### **\*\* Execute Throughout the Month – Strategy 1.1 (David)\*\***

#### **ChallengeHer Initiative (Tiffani)**

- October 9, 2013    Washington, DC    Full Program
  - October 15, 2013    Idaho-Not Final    Full Program
  - October 22, 2013    New York    Full Program
  - October 26, 2013    Charlotte    Full Program
  - October 31, 2013    Chicago    Speaker
- Work with MBooth, WIPP and AMEX Open’s PR Firm and RCDs for Regions III, X, II, IV and V marketing and promotion of event.
  - MBooth will provide media alerts and pitch articles in advance of the ChallengeHer events in the abovementioned city.
  - Promote ChallengeHer events in GovDelivery newsletter and via social media.

### **Winter Weather Disaster Preparedness (Carol C.)**

- Media Advisory promoting the **October 22 “Winter Weather Preparedness” webinar** co-hosted by SBA and Agility Recovery
  - ❖ The link to the webinar will be tweeted several times a week, along with one Facebook post; also through FEMA’s social media channels
- Blog—Tips on Getting Your Business Ready for Winter Weather Disasters
  - ❖ Posted on the SBA Community, SBA’s Facebook page, the website, and distributed via Twitter and GovDelivery
- Pitch winter preparedness points (Top 5 Things Business Owners Should Know to Stay Open This Winter) to national broadcast outlets, with James Rivera presenting as the expert

### **OED (Cecelia)**

- Women’s Small Business Month (Office of Women’s Business Ownership)
- Announcements of Learning Center partnerships (additional)

### **CAP ACCESS End-of-year report: (David)**

### **Young Entrepreneurship & “Run It Back” College Tour (Tiffani/Cecelia)**

- The objective of the “Run It Back” tour is to inspire students to follow their dreams via multiple platforms including: brand management, entrepreneurship, music and social media.
- Work with Aaron Arnold, CEO of Music is My Business—a fully integrated music company which houses three components: MIMB Music/Publishing, MIMB Television/Film/Animation and MIMB Brand Management to schedule events at colleges and universities across the country during the Fall and Spring semesters.
- Provide speakers to discuss SBA’s program and services for young entrepreneurs on the tour, marketing and promotion via regular media channels, social media and the GovDelivery newsletter.

### **8(a) HUBZone Outreach (Tiffani)**

- Continue to pitch and seek outreach/interview opportunities for 8(a) & HUBZone.

### **Combined Federal Campaign (October – December) (Carol W.)**

- Promotion of events (Kickoff, Walk-a-thon, Bake Off), coordination with graphics, SBA Daily reminders, SBA Daily messages ‘From the Administrator’

### **Hurricane Sandy One-Year Anniversary (Carol C.)**

- Blog highlighting SBA’s accomplishments in responding to Hurricane Sandy
  - ❖ Distributed via GovDelivery, posted on the SBA community, Tweet a link to the blog, forwarded to FEMA External Affairs for distribution via their social media channels
- Success stories: Feature articles about how homeowners and businesses rebuilt and recovered thanks to SBA disaster assistance
  - ❖ Stories will be pitched to local media (print and broadcast) in the states affected by Hurricane Sandy, and national media who covered SBA’s response to Hurricane Sandy last year
- Press release with details on the billions in disaster loans made after Hurricane Sandy, while promoting upgrades to the disaster loan processing apparatus

~ November 2013 ~						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
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10	11	12	13	14	15	16
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**\*\* Execute Throughout the Month - Strategy 1.3 – (Cecelia)\*\***

**American Indian Heritage Month** (Cecelia/Office of Native American Affairs)

**ChallengeHer Initiative** (Tiffani)

- November 1, 2013      St. Louis      Full Program

**NAGGL Annual Conference:** Nov. 5-7, 2013 (David)

**Veterans Day,** Nov. 11 (Carol W./Dennis Byrne)

- ‘From the Administrator’ message, feature veteran owned small businesses on HQ message boards and in SBA Daily

**“The Impact of Corporate Preparedness on the Bottom Line” webinar** co-hosted by Agility and SBA, Nov. 12 (Carol C)

- Advisory to be distributed via social media channels and FEMA External Affairs’ social media network

**Global Entrepreneurship Week** (Nov 18-24) (Cecelia/OED)

**Small Business Saturday, Nov. 30 (Carol W.)**

- ‘From the Administrator’ message, highlight in SBA Daily

**Announce results of the Employee Viewpoint Survey (Carol W.)**

- ‘From the Administrator’ message, post on YES Page, highlights in SBA Daily

**Disaster Preparedness workshop co-hosted with WalMart (on site at a local WalMart location) (Carol C.)**

**Emerging Leaders entrepreneurs graduate (Dennis)**

**Ongoing**

- Young Entrepreneurship & “Run It Back” College Tour
- Continue to pitch and seek outreach/interview opportunities for 8(a) & HUBZone.
- Combined Federal Campaign (October – December) (Carol W.)
  - Promotion of events (Kickoff, Walk-a-thon, Bake Off), coordination with graphics, SBA Daily reminders, SBA Daily messages ‘From the Administrator’



~ December 2013 ~						
November ◀						January ▶
Sun	Mon	Tue	Wed	Thu	Fri	Sat
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22	23	24	25	26	27	28
29	30	31	Notes:			

**\*\* Execute Throughout the Month - Strategy 2.1 – (David) \*\***

**“The Top 10 Most Common Businesses Make During a Crisis” SBA/Agility webinar on December 10 (Carol C.)**

- ❖ Blog on “Top 10 Mistakes...” to be posted on the SBA Community, Facebook, Twitter

**Emerging Leaders Entrepreneurs Graduate (Dennis)**

**Ongoing**

- Young Entrepreneurship & “Run It Back” College Tour
- Continue to pitch and seek outreach/interview opportunities for 8(a) & HUBZone.
- Combined Federal Campaign (October – December) (Carol W.)
  - Promotion of events (Kickoff, Walk-a-thon, Bake Off), coordination with graphics, SBA Daily reminders, SBA Daily messages ‘From the Administrator’

~ January 2014 ~						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
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19	20	21	22	23	24	25
26	27	28	29	30	31	Notes:

**\*\*Execute Throughout the Month - Strategy 1.4 – (Carol Chastang)\*\***

**SBA/Agility Preparedness Webinar Jan. 14 (Carol C.)**

**2013 “Disaster Year in Review”**

- If a noteworthy disaster occurs during the remainder of the year, a blog on SBA’s response, upgrades and changes made to the loan processing system, and a graph showing a comparison of disaster activity and costs (e.g. how many billions in disaster loans were made during FY2012 compared to 2013; how many were under-insured [to make the point about checking on your insurance coverage]; home loans vs. business loans approved. (Carol)

**One Year Anniversary of Early Stage SBIC Fund (Dennis)**

**CAPACCESS – End of Quarter Report (David)**

**Ongoing**

- Young Entrepreneurship & “Run It Back” College Tour
- Continue to pitch and seek outreach/interview opportunities for 8(a) & HUBZone.

- Combined Federal Campaign (October – December) (Carol W.)
  - Promotion of events (Kickoff, Walk-a-thon, Bake Off), coordination with graphics, SBA Daily reminders, SBA Daily messages ‘From the Administrator’

Jan 2014						Mar 2014
~ February 2014 ~						
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16	17	18	19	20	21	22
23	24	25	26	27	28	Notes:

**\*\*Execute Throughout the Month - Strategy 1.5 – (Dennis)\*\***

**3<sup>rd</sup> Year of SBIR/STTR long Term reauthorization (Dennis)**

**One year anniversary of Tripling Surety Bond contract size (Dennis)**

**African American History Month (Carol W.)**

- ‘From the Administrator’, blog, event hosted by Administrator with guest speaker

**SBA Way One Year Anniversary (Carol W.)**

- ‘From the Administrator’ note, feature improvements in SBA Daily of what we have done so far

**SBA/Agility Preparedness Webinar Feb. 11 (Carol C.)**

**SBA Launches 2014 Emerging Leaders entrepreneurs training program**  
(Dennis)

**Ongoing**

- Young Entrepreneurship & “Run It Back” College Tour
- Continue to pitch and seek outreach/interview opportunities for 8(a) & HUBZone.

Feb 2014						Apr 2014
~ March 2014 ~						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	Notes:				

**\*\* Execute Throughout the Month - Strategy 1.3 – (Cecelia)\*\***

**Women’s History Month** (Office of Women’s Business Ownership) (Cecelia)

- ‘From the Administrator’ message in the SBA Daily, promote event if we have one. (Carol W.)

**SBA/Agility Preparedness Webinar**, March 11 (Carol C.)

**Telework Week** (Carol W.)

- Tips each day of the week in SBA Daily, graphics coordination, ‘From the Administrator’ message

**Impact Investment Fund** (New Licensees?) (Dennis)

## **Ongoing**

- Young Entrepreneurship & “Run It Back” College Tour
- Continue to pitch and seek outreach/interview opportunities for 8(a) & HUBZone.

◀ Mar 2014		~ April 2014 ~					▶ May 2014
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
		1	2	3	4	5	
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30	Notes:			

**\*\*Execute Throughout the Month - Strategy 1.1 – (David)\*\***

**Mentor Month** (Carol W.)

**SBA/Agility Preparedness Webinar**, April 8 (Carol C.)

**Earth Day**, April 22 (Carol W.)

- Promote event in SBA Daily and on HQ Monitor

**Take your Daughters and Sons to Work Day**, April 24 (Carol W.)

- Promote event, coordinate OCPL event, HQ Message Boards and SBA Daily messages, ‘From the Administrator’ message, graphics coordination

**NADCO Annual Meeting**: April 30-May 3, 2014 (David)

**CAPACCESS – End of Quarter Reporting** (David)

**Vets Boots to Business** (Dennis)



## **Ongoing**

- Young Entrepreneurship & “Run It Back” College Tour
- Continue to pitch and seek outreach/interview opportunities for 8(a) & HUBZone.

~ May 2014 ~						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

**\*\*Execute Throughout the Month - Strategy 2.2 – (Carol W.)\*\***

**Ike Awards (Carol W.)**

- Promotion in SBA Daily, graphics coordination

**Employee Viewpoint Survey (May and June) (Carol W.)**

- Highlight improvements on series of 5 posters by interviewing SBA employees, promote in SBA Daily and on HQ message boards, help coordinate kick-off event, ‘From the Administrator’ messages

**International Trade Month (David)**

**National Small Business Week** (A separate, detailed communication plan will be promulgated)

**SBA/Agility Preparedness Webinar, May 13 (Carol C.)**

**Seek new Applications Early Stage investment SBICs (Dennis)**

**One year anniversary of Vets Pledge Initiative with Lenders (Dennis)**

**Memorial Day honor Vets and SBA programs for them (Dennis)**

## **Ongoing**

- Young Entrepreneurship & “Run It Back” College Tour
- Continue to pitch and seek outreach/interview opportunities for 8(a) & HUBZone.

◀ May 2014 ~ June 2014 ~ Jul 2014 ▶						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	Notes:				

**\*\*Execute Throughout the Month - Strategy 3.2.3 – (Carol C)\*\***

**LGBT Pride Month** (Carol W.)

- Promotion of event hosted by Administrator, ‘From the Administrator’ message

**One year anniversary of Bump in Early Stage and Impact Investment Fund (Dennis)**

**Flag Day** - Veterans programs, June 14 (Dennis)

**SBA/Agility Hurricane Season Preparedness Webinar** June 24 (Carol C.)

- ❖ Media Advisory to promote webinar
- ❖ Tips for Hurricane Season Preparedness blog distributed via GovDelivery, SBA Community, Facebook, Twitter and FEMA’s social media channels
- ❖ Daily tweets leading up to the webinar providing hurricane season preparedness tips, links to webinar registration site

**Ongoing**

- Young Entrepreneurship & “Run It Back” College Tour
- Continue to pitch and seek outreach/interview opportunities for 8(a) & HUBZone.

~ July 2014 ~						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	Notes:	

**Execute Strategy 1.2 -- Procurement Scorecard (Tiffani)**

- Draft press release or blog and work with GC/BD on supporting documentation such as talking points. Distribute press release and blog via regular media channels, social media and GovDelivery newsletter. Have scorecard release and/or blog and supporting documentation posted to SBA’s Web site and Yes page.

**Vets Boots to Business Message - July 4<sup>th</sup> timeframe (Dennis)**

**Feds Feed Families (July – August) (Carol W.)**

- Promotion of food drive, ghostwrite notes from chairmen of event, ‘From the Administrator’ message, SBA Daily reminders

**SBA/Agility Preparedness Webinar July 15 (Carol)**

**CAPACCESS – End of Quarter reporting (David)**

**Ongoing**

- Young Entrepreneurship & “Run It Back” College Tour
- Continue to pitch and seek outreach/interview opportunities for 8(a) & HUBZone.

~ August 2014 ~						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	Notes:					

**\*\*Execute Throughout the Month - Strategy 1.6 – (David, Cecelia, Dennis, Tiffani)\*\***

- SBA/Agility Preparedness Webinar August 12 (Carol C.)

**Ongoing**

- Young Entrepreneurship & “Run It Back” College Tour
- 8(a) HUBZone Outreach
- Continue to pitch and seek outreach/interview opportunities for 8(a) & HUBZone.

~ September 2014 ~						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	Notes:			

**\*\*Execute Throughout the Month - Strategy 2.3 – (David, Cecelia, Dennis, Tiffani, Carol C.)\*\***

**National Preparedness Month** (Carol C.)

**STEP month** (David)

**Completion of HQ Construction** (Carol W.)

- ‘From the Administrator’ message in SBA Daily

SBA/Agility Webinars held each Wednesday (3rd, 10th, 17th, 24th)

Press release distributed mid-August to promote the weekly webinars

- ❖ Distributed via social media channels, Gov Delivery, and FEMA External affairs
- ❖ Tweets Monday, Wednesday and Friday to provide preparedness tips and link to registration for the upcoming webinar.

## Ongoing

- Young Entrepreneurship & “Run It Back” College Tour
- 8(a) HUBZone Outreach
- Continue to pitch and seek outreach/interview opportunities for 8(a) & HUBZone.

**-end-**

