



iG2011

# Volunteer Guidebook

Dear iG2011 Team Member:

Innovation Gainesville began as a community initiative to harness innovation and to create jobs in health and green technologies and thereby raise the standard of living in our community. iG has transformed into a cultural mindset with hundreds of individuals and organizations working to grow an environment that fosters innovation and success. Thank you for agreeing to take leadership roles in iG2011, the next stage of the development of this initiative.

The primary mission of this important project is to stimulate the local economy and develop strategies to better leverage the region's strong existing asset base to create new opportunities for future growth. Specifically, we are looking to unlock and commercialize the untapped talent, academic research, and corporate potential in the region, ultimately boosting productivity, jobs and tax revenue.

This briefing book is a guide for iG volunteers to effectively participate and contribute to your teams. Your work will be supported by the Co-Chairs of your team, Innovation Advocates, the staff of the Gainesville Area Chamber of Commerce and any appropriate professional expertise necessary to reach the goals of your teams.

Thank you for your time, talent, ideas and overall enthusiasm for this effort. It is through the work of many people that we will achieve the goals of Innovation Gainesville.

Innovation Gainesville – we make cool things happen!

Thank you,

Brent Christensen, President and Chief Economic Development Officer  
Gainesville Area Chamber of Commerce

## iG2011 Team Process

### Overview

iG2011 Teams are part of a highly collaborative process designed to identify and prioritize action steps for implementation of individual and specific business plans written in late 2009. iG2011 Teams each consist of leaders from business, academia, government, and various supporting institutions that are committed to change our community for the good and are focused on leveraging resources in areas with the most likelihood of success.

The teams are all rooted in the elements of “ACTING INNOVATIVELY,” which are: SPEAK, LEARN, LIVE, INVEST and CELEBRATE.

### Specific iG2011 Teams

<u>Team</u>	<u>Committee</u>	<u>Meet</u>	<u>Work</u>
<b>SPEAK</b>	Advisory Panel	Quarterly	Thru Year
<b>SPEAK</b>	Website Task Force	3 times	TBD
<b>LIVE</b>	Networking Panel	2 times	Apr/May
<b>LIVE</b>	Community Calendar	2 times	April/May
<b>INVEST</b>	Land Use/Geography	4 times	2Q/3Q
<b>LEARN</b>	Earn While Learn(JS)	3 times	2Q/3Q
<b>INVEST</b>	Funding Plan(JS)	As Needed	Thru Year
<b>LIVE</b>	Entrepreneurial Mentoring(JS)	3 times	2Q/4Q

Additionally, the following plans will also be worked in iG2011. There are no formalized teams around these plans, but we encourage participation in either the events or related implementation activities and will keep all teams and volunteers apprised of progress.

<u>Team</u>	<u>Plan</u>	<u>Activity</u>
LIVE	Training/Seminars	Kurzweil, Simon Sinek, Economic Forecasters
CELEBRATE	Cade Prize for Innovation(JS)	Cade Prize Night
LIVE	Broadband Infrastructure	Continue working on Gig4GNV
LIVE	Knowledge Network	Grow GAINnet as local Knowledge Network

(JS) = Jump Start 2010 Plan

Copies of all business plans can be found at [www.innovationgainesville.com](http://www.innovationgainesville.com).

### **Meetings**

Each team has a designated number of meetings. These are approximate and based on the projected work of the group. These are not social gatherings but work sessions where we must roll-up our sleeves and focus on the agenda and end-goal. A lot of work will be done between by individuals on the team in between meetings, so please use the 90 minutes to achieve collective and collaborative input.

#### **Important Points:**

- Date for all meetings will be set in advance so that Task Force members can plan well in advance in order to be able to attend. An email that recaps all future meetings will be sent to all team members within 5-7 working days of the initial meeting.
- Meetings should start and end on time, so there is 90 minutes of real work.
- Meetings will follow an outlined agenda and a recap of action items and owners should be reviewed at the conclusion of each meeting.
- Using an agenda will help the team stay focused on completing each session's assigned tasks
- Notes from the previous meeting will be distributed in advance and team members will be asked to review them prior to next meeting. If dialogue during any meeting gets off-track and seems like the team is re-visiting a discussion from a previous meeting, the group should refer back to minutes and get the discussion back on track, so as to be respectful of attendees' time and commitment to the process.

### **Pre-/Post Meeting Actions**

As the 90 minutes allows for in-person collaboration, use the time between meetings to achieve significant progress towards the business plan.

- Chamber Staff will send out meeting reminders and reminding the team members of action items that need to be reported on at the next meeting.
- Within 5-7 working days, meeting notes, appropriate follow-up and assignment notations will be summarized and emailed to the team

### **Potential Assignments within Action Teams**

In most cases, there is a lot of work to be done within a short amount of time – therefore, a ‘divide and conquer’ mentality is encouraged. The Co-Chairs oversee and drive the task completion during and between meetings and holds the individual team members accountable for their deliverables. If a team member is not delivering, it is up to the Co-Chair to help that person understand that the team is counting on them for their input.

### **Media and Public Communications**

There is significant interest in iG and the work of the iG2011 Teams – some positive, some skeptical. The overall message about the process is simple: we did the research, we identified areas that needed improvement, we wrote individual plans that addressed those areas and now we are working those plans to create positive change. We ask that all media and public communications be done through the Gainesville Area Chamber of Commerce so that a clear message of intent and direction is maintained, in alignment with our approved iG Communications Plan. In many cases, we will refer media requests to back to appropriate community partners for their comments and insight.

### **Suggested Action Team Milestones and Scheduling**

One of the most important responses to planning for the iG2011 Team is the time commitment expected to meet the deliverables, expectations and scheduling. We are asking co-chairs and members to make a dedicated commitment to accelerate results and achieve success over the defined timeline for each project. Ensuring that deadlines are met and that meetings are professionally managed will communicate the importance that we all place on building a new leadership pattern for collaboration and getting work done among several institutions, organizations, and individuals.

Therefore, there are critical milestones that must be anticipated when launching the iG2011 Teams and managing the process. Not all teams will have 3+ meetings, but this guideline is based on having at least 3. If your team only meets one or two times, then the agenda(s) will be modified as necessary to reflect the expected work output.

- First Meeting Expectations: Redefining the Target, Agreement on Goals, Dividing and Assigning Elements Among Team Members, Prioritizing Objectives, and Scheduling
- Second Meeting Expectations: Narrowing the Focus of the Target – getting specific, Gaining Agreement on Priorities, Matching Ideas to Facilities/ Infrastructure/ Space, Other Assignments, and Scheduling
- Third Meeting Expectations: Conclusions/Outcomes, Future Planning, Determination of Resources (Time, Reputation, Money), Necessary Sustainable Mechanisms, Appropriate Formation of Follow-up Action List, Defining Communications and Marketing Elements

**Roles, Duties and Time Commitment as Related to Meetings & iG Commitment**

Role	Responsibilities	Time Commitment
<b>Co-Chair</b>	<ul style="list-style-type: none"> <li>▪ Runs individual team meeting(s).</li> <li>▪ Works with Chamber staff on the logistics of dates, locations, and times.</li> <li>▪ Serves as a discussion driver for achieving each meeting’s agenda.</li> <li>▪ Ensures engagement by all team members but also confines the discussion to the intended agenda.</li> <li>▪ Speaks for individual team and represents it in quarterly Innovation Advocate meetings</li> <li>▪ Works with Chamber staff to ensure key points are captured, assignments are being fulfilled, and final reports on Team progress are completed.</li> <li>▪ Attends at least 1 iG-related networking event</li> <li>▪ Attends iG2011 Team Meeting to work on cross-cutting issues</li> <li>▪ Providing at least 1 resource opportunity to help iG achieve its’ goals</li> <li>▪ Be an active participant in iG Pledge Commitment</li> </ul>	<ul style="list-style-type: none"> <li>▪ One 60-minute training session.</li> <li>▪ The number of meetings as defined by your specific team. Each meeting would be 90 minutes.</li> <li>▪ Innovation Advocate Meetings in May, September and December. 90 Minutes each. Held on 2<sup>nd</sup> Thurs of each of those months</li> <li>▪ iG2011 Team Meetings for all Co-Chairs held in April, June, July, August, October and November on the 2<sup>nd</sup> Thurs of each of those months.</li> <li>▪ 1 iG-related networking event.</li> </ul>
<b>Innovation Advocate</b>	<p>Attends Quarterly Innovation Advocate Meeting</p> <p>Attends at least 1 iG-related networking event</p> <p>Provide at least 1 resource opportunity to help iG achieve its’ goals</p> <p>Be active participant in iG Pledge Commitment</p>	<ul style="list-style-type: none"> <li>• Innovation Advocate Meetings in May, Sept and Dec. 90-min</li> <li>• 1 iG-related networking event</li> </ul>

Role	Responsibilities	Time Commitment
<b>Individual Team Member</b>	<ul style="list-style-type: none"> <li>▪ Attend Task Force meetings</li> <li>▪ Accept assignment to do further research if necessary.</li> <li>▪ Provide at least 1 resource opportunity to help iG achieve its' goals</li> <li>▪ Be an active participant in iG Pledge Commitment</li> </ul>	<ul style="list-style-type: none"> <li>▪ 90 Minute Team meetings as defined by specific plan</li> <li>▪ Attend at least 1 iG-related networking event</li> <li>▪ If volunteer is new to iG, then a 1-hr training session will be required</li> </ul>
<b>Gainesville Area Chamber of Commerce</b>	<ul style="list-style-type: none"> <li>▪ Send meeting notices for all Innovation Advocate Meetings, iG2011 Team Meetings and individual Task Force Meetings</li> <li>▪ Staff representation at each of those meetings</li> <li>▪ Facilitate training sessions as needed</li> <li>▪ Coordinate iG2011 Team meetings and Innovation Advocate meetings</li> <li>▪ Serve as the contact point for co-chairs and members as well as liaison to other Teams.</li> <li>▪ Coordinate materials, briefings, notes, and other documents for the Teams.</li> </ul>	N/A