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|  | **Goal** |  **Measures** | **Targets** | **Initiatives** |
| **Corporate**  | * Increase IT awareness
* Reduce IT costs
* Clearly define IT objectives
 | * Formulate a strategic committee
* Perform budget analysis
 | * 100% awareness in board meetings
* Reduce operating budgets for IT by 5%
 | * Become more involved in initiatives
* Monthly budget reviews
 |
| **Customer** | * Retain current customers
* Improve customer satisfaction
 | * Customer surveys
 | * 95% satisfaction rating
 | * Focus on retaining current customers
 |
| **Internal** | * Define roles and hierarchy
* Prioritize IT processes
* Improve internal skills
 | * Up to date org chart
* Review completed and planned projects
* Internal training
 | * Availability of org chart
* Order of completion has followed agreed upon priorities
* 100% completion rate for training programs
 | * Online available Organization Hierarchy chart
* Centralize and standardize critical operations
* Internal training programs
 |
| **Growth** | * Continual process improvements
* Employee development
 | * Decrease in customer complaints
* Increase of employee involvement
 | * Review process efficiency quarterly
* Employee satisfaction survey
 | * Evaluation of critical systems
* Quarterly employee excellence awards
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