Clarke+ 2016 Opportunity Area	Lead(s)
Agent of World Health Benefit	Rajeev Vaidyanathan & Bill Jany
Clarke Knowledge Center	Dave McLaughlin
Culture of Euphoric Engagement	Andrew Gentes
Exceptional Customer Brand Experience	Laura Phillips
Guiding Principles (added to Culture of Euphoric Engagement)	Sarah Sebby
Heart of Clarke	Adam Slater
International Market Opportunity	David Walker
Movement of Social Generosity	Pat Hallahan
National Leader in Aquatic Habitat Management	Joe Haufle
Pervasive Innovation	Yemi Bullen-McClain
Voice of Our Industry	Frank Clarke

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Exceptional Customer Brand Experience

Initiative	Description	Status	Initiative Management	Project Lead*	Comments
I-Order	elevated on-line ordering portal, simple & easy to use, positioned for next gen of customers	**HOLD** Further development needed	Customer Care / IT / Marketing	Stewart Phillips	Team should consider whether an on-line ordering system is most appropriate for product sales (often complex transactions) or be more suitable to "re-ordering" or even our residential service programs. Consider conducting a customer survey to gauge interest.
Push/Pull Notifications	enhanced customer notification program designed to "delight customers".	**APPROVED** to proceed	Customer Care / IT / Mktg	Stewart	Project is approved. Team to review customer information to ensure that the program is a standard offering. Promote it as a benefit of doing business with Clarke!
Customer Survey	Quick "how did we do" type surveys that would be sent automatically after order is placed	**HOLD** Defer to 2018	Customer Care / Mktg	Phillips	Spending for initiative was not in 2017 budget. Defer to 2018. Continue to develop program to clarify the intent of the survey. What is it that we want to learn?

Agent of World Health Benefit

Initiative	Description	Status	Initiative Management	Project Lead*	Comments
Project Instar	Program designed to enhance existing community mosquito control program with SUCEN in Brazil - to add larviciding. Clarke would offer expertise and product to support the program.	Further development work needed	International / Environmental Science	Vaidyanathan Jany	Interesting concept. More work needed to determine potential term limits to the philanthropic offering. Team to report at next meeting.
Community Larval Source Mgmt Pilot Prog	This program has been replaced by Project Instar	**NO GO**	International / Environmental Sciences	Phillips	Will be removed
Citizen Science Project	Clarke as sponsor for USDA community based mosquito surveillance project	Further development needed	tbd	Magro	No update at this time

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Pervasive Innovation

Initiative	Description	Status	Initiative Management	Project Lead*	Comments
Employee Buy-In challenge	Innovation Kickstarter Project in collaboration with City of St. Charles	**HOLD** Pending Budget	PGP – Sustainable Business	Bullen-McClain	This initiative was pulled from 2017 budget. Will evaluate again in 3Q17 to see if we can proceed. Otherwise, will plan for 2018
Idea Boards	Idea Walls (white boards) to be installed at Campus and Garden (to start)	**APPROVED** In development	PGP - Comm, Awareness, & Education Committee	McLaughlin	Recent discussions have led to two concepts. A giant white board centrally located at Campus and Garden to inspire and generate interactive dialogue. The 2nd concept is an interactive techno solution to facilitate teaming between locations. Both likely to be installed in 2018 (pending budgetary approval)
Speaker Events	Quarterly on-site (Campus) and webinar Speaking Events.	**IN PROCESS**	PGP - Comm, Awareness, & Education Committee	Reiter	Pam Daniels from NW University's Segal Design Institute is scheduled to be our speaker in August to initiate learning and discussion about design thinking
T4 (TED Talks Taco Tuesday)	Monthly lunch & learn events (at Campus) featuring curated TED talks (leadership, sustainability, innovation, mindfulness, etc.)	**IN PROCESS**	PGP - Comm, Awareness, & Education Committee	Leroy	Due to technology constraints, this is a Campus only activity. Other locations are encouraged to launch same/similar lunch & learn events.
Clarke Talks	Expansion of our Speaker Series - to develop "TED" like talks using Clarke speakers talking about relevant topics (i.e., controlling container breeding mosquitoes, aquatic habitat management, sustainability, etc.).	**HOLD** Pending Budget	PGP - Comm, Awareness, & Education Committee	Reiter	This program will require outside assistance to develop material, presentation capabilities and produce. Spend was not approved for 2017 budget. Review in 3Q17 to see if we can proceed. Otherwise, will plan for 2018
Students in Technology (SIT)	Interesting new project where Clarke would sponsor a student interested in participating in the annual SIT Conference. www.SITconference.org	More Information Needed	PGP - Comm, Awareness, & Education Committee	Taylor	More research needed. Reach out to SCE to see if they participate in SIT. Also consider other (similar) programs that are specifically geared toward the biosciences.
Student Contest/Challenge	partner with local high school to offer Innovation Contest	**HOLD** pending progress with other initiatives	PGP - Comm, Awareness, & Education Committee	tbd	let's practice internally first

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Culture of Euphoric Engagement

Initiative	Description	Status	Initiative Management	Project Lead*	Comments
Digital Downtime Statement	create "best practices" statement to encourage employees to disconnect on weekends or when on PTO	**APPROVED**	PGP – Extraordinary Health & Happy/Human Resources	Reiter	Statement created, to be announced & then incorporated into handbook. Expect to complete by end of May
Guiding Principles Retreat **ADDED TO CEE**	1-2 day retreat to identify and then draft Clarke's Guiding Principles	**HOLD** Pending budgetary approval	PGP - Comm, Awareness & Education	Reiter Sebby	Event has support, but did not receive funding in the 2017 budget. Will propose for 2018
Engagement Surveys	Annual/periodic engagement surveys to solicit actionable feedback to increase employee engagement	**APPROVED**	PGP – CA&E and/or Human Resources	Reiter	Team has concluded that best approach is to conduct 3rd party surveys (vs. managing in-house), every other year. FLC urges that we develop a better process for sharing the results and findings from each survey.
Family Day of Caring	include family members in volunteer efforts	**APPROVED** In Process	PGP - Social Responsibility Committee	TBD	First event was held in October, 2016 (Feed My Starving Children) This is planned to be an annual event to be held on Columbus Day (when most kids are out of school). Contact Kim S if you are interested in leading this year's event.
Gender Expression/Identity	expansion of Clarke's EEO policies to include gender identity/expression	**COMPLETED**	Human Resources	Reiter	policy revision announced June 2016
Mindful Practices	The topic of our Q2 Speaker event (May 16th) will be "Leading Mindfully – Unleashing Your Full Capabilities with Jeremy Hunter (Drucker School of Mgmt)	**IN PROCESS** further development needed	PGP - Comm, Awareness & Education	Reiter	This presentation should help to generate ideas about what we can do as individuals and as an organization to develop practices & rituals
Yammer	Clarke's internal "facebook" for communications	**APPROVED** On-going	PGP - Comm, Awareness & Education	Petruzzi	Coming up on the one year anniversary. Look for ways to increase the diversity of voices – particularly from leadership and from the field
PTO Donation Policy	allow employees to donate a portion of their PTO accrual to employees in hardship situations	**NO GO**	Human Resources	Reiter	After reviewing this program with respect to IRS rules, the decision was made to not proceed.
Service Sabbatical	Sabbatical leave for employees to participate in service projects	**HOLD** further development work needed	Human Resources	Reiter	Hold pending progress on other initiatives

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Heart of Clarke

Initiative	Description	Status	Initiative Management	Project Lead*	Comments
Clarke 101	comprehensive slide presentation of Clarke History & Info for new hire orientation	**APPROVED** In Process	PGP - Comm, Awareness, & Education Committee	Slater	Standard part of all new hire onboarding. Adam planning to offer it to current employees as well (similar to Sustainability Journey presentation)
Employee Spotlight	monthly spotlight of Employee on Clarke TV and/or Yammer	**APPROVED** In Process	PGP - Comm, Awareness, & Education Committee	Vargas	Monthly postings to Yammer. It would be fun to upgrade this to videos
Wall of Fame	create a wall (at the Flourishing Garden) illustrating the history & highlights of Clarke	**APPROVED** Pending Garden build	Marketing	McLaughlin	integrated into Garden building project
Mobile Command Center (Rapid Response Unit)	a mobile trailer (equipped with operational or laboratory equipment) to be used for Emergency Service operations	**APPROVED** On-going	Service Operations	tbd	The Mobile Command Center is currently deployed to support FL Department of Health program in Miami. Team to present plan for on-going use and oversight.
Job Shadowing	all employees to spend a period of time in Clarke's service ops as part of their on-boarding process	**APPROVED** Pilot Testing	Service Operations	Slater	Team is proposing two versions – a full immersion (up to 20 days) and a modified "view from the shore" version (8 days). FLC endorses and supports this program. Pilot testing on 2017 new hires with launch in 2018
Inner City Youth Employment	Partner with Build Chicago or other similar agencies to offer seasonal job opportunities to inner city youth	further development needed	Human Resources	Schulke	It's been difficult to get traction on this project as these agencies seem to be geared toward offering employment within the city and most jobs are in traditional work env. (offices or mfg). Continue to evaluate
Employee Crisis Fund	Fund created by employee and company contributions to provide money for employees in crisis (i.e., house fire, storm damage, unpaid medical bills, etc.). This is a new initiative that was proposed when we determined that the PTO Donation Policy was a no-go.	Further development needed	Human Resources	Reiter	Team will meet with a local "community foundation" to discuss program. Potential launch in 2018. Report at next meeting.
Scholarship Fund	Potential scholarships for seasonal employees and (possibly) children of Clarke employees	Further development needed	Human Resources	Reiter	Team to include this topic in discussion with Community Foundation. More work needed.

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National Leader In Aquatic Habitat Management

Initiative	Description	Status	Initiative Management	Project Lead*	Comments
Project Snoopy	comprehensive analysis of the aquatics market and competitive landscape	**APPROVED** Ongoing	CAS Mgmt	Romanus	Continuing collection of data regarding the CAS market
Website Revamp/Optimize Search Engine	enhancement of Clarke's current website	**APPROVED** In process	CAS Mgmt	McLaughlin	work underway and expect to launch in June of 2017
CAS Leadership	Adding leadership resources to CAS (i.e., the CAS Business Manager)	**APPROVED** in process	CAS Mgmt	Reiter	CAS Business Manager (Brad Harris) came on board earlier this year. Team will continue to evaluate need for resources to support growth and expansion of the CAS business
CAS Summit	multi-day strategic planning retreat for CAS	**APPROVED** Needs further development	Strategic/CAS Mgmt	Fruendt	FLC is recommending a strategy meeting in late summer to fully explore the strategic opportunities for CAS (i.e., WaterRight, Watershed Management, etc.)
WaterRight	A version of "Earthright" for Clarke Aquatic Services. Concept might include water quality analysis, use of renewable energy, green products/practices, etc.	Needs further development	Strategic/CAS Mgmt	tbd	See CAS Summit
Watershed Management Plan	Develop a consulting offering to assist with the development of Watershed Management Plans	Needs further development	Strategic/CAS Mgmt	tbd	See CAS Summit
Go-Pro & Drones	enhance surveillance operations	**APPROVED** (Go-Pro Beta Test)	CAS Mgmt	Kroll	limited approval to beta test Go-Pro, drones need further development
Expanded Training	expand annual internal training to include Sales, marketing, regulatory and other relevant stakeholder groups	**APPROVED** in process	CAS Mgmt	Haufle/Selander	2017 National Training included representatives from all service area, Sales, ES and Regulatory

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Movement of Social Generosity

Initiative	Description	Status	Initiative Management	Project Lead*	Comments
Net for Net Derby Day	Derby Day party fundraiser for the Clarke Cares Foundation	**APPROVED**	PGP - Social Responsibility Committee	Hallahan	Event to be held on Saturday, 5/6! Come on out and enjoy the party!
Community Outreach - DOC	invite/engage external stakeholders to Clarke's Annual Day of Caring	**APPROVED**	PGP - Social Responsibility Committee	Kutzke	Planning for our July 18th Enhanced DOC is underway. Plan is to extend invitations to all external stakeholders from Clarke+ and our 2015 Materiality Survey.
Clarke Giving - NORM	on-line social philanthropy program to inspire philanthropy and enhance our current Matching Gifts program	**APPROVED in Beta Testing**	PGP - Social Responsibility Committee	Stout	This is a start-up organization seeking to make giving a social NORM. A small team of Clarke employees are beta tested the on-line portal. Once we've fully evaluated, we anticipate a full launch – likely in June

Voice of Our Industry

Initiative	Description	Status	Initiative Management	Project Lead*	Comments
Zika Summit - 4Q16	This was proposed but did not occur. By the time the 2016 season ended, the conditions for this program had changed.	**NO GO**	Strategic	McLaughlin	remove
AMCA 2021	Clarke to petition AMCA 2021 to be held in Chicago (Clarke's 75th Anniversary)	**APPROVED** In process	Marketing	Hallahan	We have submitted our request to AMCA and have garnered the support of vendors and key districts. Stay tuned!
Activist Engagement	set up a "summit" meeting with an activist group to explore alignment opportunities	Further development needed	Strategic	tbd	It has been difficult to get traction on this issue as most activist activity emerges quickly at a local level (as we experienced in Miami)

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The Clarke Knowledge Center

Initiative	Description	Status	Initiative Management	Project Lead*	Comments
Knowledge Center Videos	how-to videos on Clarke's website & for use at workshops	**APPROVED** IN PROCESS	Customer Care / Marketing	McLaughlin	Team has begun to load videos (mostly b-roll) on to the Clarke website. More work to be done to organize and enhance this portion of the website. Once this is fully developed, we will want to make full use of the videos for external AND internal use.
Social Media Coordinator	hire Social Media Coordinator or Manager to manage integrated marketing communications	Further Development work needed	Marketing	McLaughlin	This position has been proposed by the Int'l Mkt Expansion team. More work to be done to fully understand the scope of this position and role.
Mosquito/Aquatic University	revival of Mosquito U and development of Aquatics U	hold pending progress with other initiatives	Marketing	tbd	
Coloring Books	educational materials for mosquito/vector control with Clarke brand	hold pending progress with other initiatives	Marketing	tbd	

International Market Expansion

Initiative	Description	Status	Initiative Management	Project Lead*	Comments
International Mosquito University	expansion of Mosquito U into international	**APPROVED** In process	International/Marketing	Phillips	First event is planned for the Fall of 2017 (in Dubai). Targeting about 50 people. Will evaluate for expansion in 2018
Disaster Relief Fund	establish an "emergency relief" fund for Clarke to donate products/equipment in event of disaster	**NO GO**	Strategic	Phillips	Team is recommending that we forego this program to focus on fully promoting/publicizing the philanthropic programs that we already have in place (One for Tomorrow and Clarke Cares). To be removed.

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