



Positively impacting our environment by driving green job awareness and workforce development

3 YEAR STRATEGIC PLAN

COMPANY PHILOSOPHY

MISSION, CUSTOMERS, SERVICES

IMAGO Green's mission is to positively impact our environment by driving green job awareness and workforce development. We serve workforce investment boards, public schools, contractors and municipalities. Our core business is training and environmental education and awareness. Training is provided via 2 formats: classroom and on line. These courses cover

- Green Jobs Entry Level Training: LEED, Weatherization & Solar Modules
- Energy Auditor BPI (Building Performance Institute) Certification

NOTE: Classroom training is content & hands on; on line training is content only

Environmental education and awareness is promoted via CD's and DVD's.

VALUES

IMAGO Green's internal and external business practices are captured in our 3 core values:

- Love: We are compassionate and courteous to our clients and our students.
- Loyalty: We are only as good as our word. We do what we say we will do and what we are assigned to do, always to the best of our ability.
- Growth: Everyone leaves IMAGO Green with more than they came with.

STRATEGIC GOALS

Over the next 3 years, IMAGO Green has a targeted focus for maintaining its core business. All efforts over the next 3 years must align themselves with these 2 goals and initiatives. With this laser focus we will position ourselves for growth and success in realizing our mission of positively impacting our environment by driving green job awareness and workforce development.

Goal #1: IMAGOGREEN Network of Green Workforce Training Centers

Maximizing use of technology in conducting training courses at multiple locations simultaneously

- Setting up the prototype center in Richmond VA
- Setting up the 1st remote center in Newark, NJ
- Establishing at least 2-3 other locations within 2 time zones of Richmond (e.g., EST and CMT)

Goal #2: "University of Phoenix" Model for On Line Green Training

Create self paced on line courses in clean technology (i.e., all green industry areas)

- Create a web library of videotapes of all training courses
- Accreditations for all IMAGOGREEN courses

The following indicators may be used for verifying impact and success of our training:

Track student course completion rates

Track student job obtainment rate

Track student certification passing rate