



Small Business *#Friday* Forums

Conducted online via Zoom on Fridays, March and April 2020

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No Computer? Dial: 1 (646) 876-9923. | Meeting ID: 698 577 107

Agenda for Small Business *Friday*Forum #2

- Introduction - Purpose (5 min)
- [Kate E. O'Hara, Ph.D.](#) - Rockland Teachers' Center
 - Meeting your clients' needs in the age of remote connection Part I ([Next week is part II](#))
- [Debra J. Thomas, Ph.D.](#), Workforce Development Board of Rockland County
- [Stephanie Melowski](#), Director, North Rockland Chamber of Commerce
- Open discussion, Q&A
- Advice for keeping a good working routine at home
- Set next meeting date: Friday, April 2nd at 12:30 pm

Retain Your Customers / Clients

Kate E. O'Hara, Ph.D.

An instructional designer working with educators, professional trainers, and leaders in both profit and nonprofit organizations, guiding them in the development of technology integrated practices and the application of strategies that foster engagement.

Keeping the Connection with Customers & Clients

- Staying connected remotely - essential
- Communication - even more essential.
- What are your business goals during this time?
 1. Retain your customers
 2. Modify your services
 3. Giving back to community
- How can technology help achieve your goals?



What are your business goals?

1. Retain your customers
2. Modify your services
3. Give back to community

Retain Your Customers:

- Streaming and video
- Survey:
 - Video Conferencing
 - Recording video content
 - Surveys and feedback forms – [Example here for next week \(Please fill it out\)](#)

Give Back to Community:

- Maintain your business visibility
- Examples:
 - [It's Coffee Barista](#) – Called 20 businesses and collectively ordered and donated 2000 masks, to **give to first responders**
 - Local restaurants have donated food to first responders
 - [North Rockland Chamber](#) provided valuable business information to Stony Point, Haverstraw community early during the crisis, online via their website.

Stay Connected, & Communicate:

- [To be continued next week...](#)

Modify Your Services:

- To be continued next week...

Feedback Form:

- Please fill out this quick online survey to identify your short-term needs, for next week's part II presentation by Kate E. O'Hara, Ph.D.:

SURVEY

Debra J. Thomas Ph.D., Executive Director, Workforce Development Board of Rockland County

- Thanks Dr. Eric Goldman for planting the seed last week's *FridayForum* "reaching out to Community"
- Rockland Teachers' Center Institute is working with our Educators to adjust during this crisis
- **Workforce Development Board acts the conduit for:**
 - Business leaders and community to access resources provided by:
 - The Department of Labor
 - Governmental policy updates and changes at the New York State
- **845-406-6448 – Local call center for unemployment insurance**
 - 5:30 or later at night
 - Utilize the resources of Workforce Development Board of Rockland County
 - www.RocklandWorks.org
 - www.RockTeach.org
- **Community Crisis Grant during COVID-19 Crisis at www.RocklandGives.org**



How Businesses are Adjusting During COVID-19

- **Continually communicate** with current client and customers of businesses.
- *NYS required 100% non-essential workforce reduction by Sunday 3/22.*
 - [Essential Services Updated List from NYS.](#)
- Stagger your appointments, and keep low employee density.
- Reschedule or postpone appointments in existence.
- Provide gift cards and other online services at a reduced price.
- Switch to online/virtual meetings for networking/education.
- Zoom or GoToMeeting online sessions.
- Stay up to date on recent NYS and USA developments, guidance and rules.
- Looking at the long-term picture helps.
- Stay connected.



Five Tips for Creating a Great Routine

- Act as you are driving to work! (Shower, shave, dress up)
- Maintain a healthy diet and exercise routine
- Keep in contact with your customers and clients
- Move all your physical systems to web-based/automated systems
- Read positive, encouraging, educational resources

We'll get through this...*together.*

Resources:

- [Workforce Development Board of Rockland](#)
- [CDC Interim Guidelines for Businesses](#)
- [Small Business Association – Application for Disaster Assistance](#)
- [Rockland Community Foundation](#) & [Crisis Grant](#)
- [Rockland Teachers’ Center Institute](#)
 - [Debra J Thomas, Ph.D. – Contact Form](#)
 - [Kate E. O’Hara, Ph.D. – Biography](#)
- [North Rockland Chamber of Commerce](#)
 - [Stephanie Melowski, Director](#)

Proposed Next Meeting Date:

Fri 4/2/2020

12:30 pm

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