

# ANNUAL GOALS 2018/2019

| WHAT   | WHO:  | HOW  | WHEN  |
|--|---|--|---|
| LC 2018/2019 ANNUAL GOALS<br>Advocacy, Leadership, Cont Ed | LEAD CONTACT  | LC ACTION PLAN   | TIME-LINE   |
| Increase Social Media Outreach and Presence                | <p>VP of Member Engagement (Emily Berry)</p> <p>Social Media Chair (Stephanie Rahe)</p> | <p>Develop 30 second “what is” and “why” video snippets</p> <ul style="list-style-type: none"> <li>Develop a list of snippet “themes” and ideas</li> <li>Manage an organized list of upcoming topics &amp; publication timeline</li> <li>Record, edit and post with the help of LC and Professional Practice Reps</li> </ul> <p>Maximize content opportunities and ability to cross over all valuable media outlets</p> <ul style="list-style-type: none"> <li>Investigate feasibility of adding social media outlets</li> <li>Identify which additions would be valuable to OSLHA</li> <li>Establish accounts and appoint account managers</li> <li>Organize a schedule and data sharing process for account managers</li> <li>Quantify efforts by tracking Facebook likes, track relay from promotions to purchases to determine income generated</li> </ul> | <p>Monthly, Sept 2018-June 2019</p> <p>Feb 1<sup>st</sup> 2019</p>  |
| Refresh Webpage Resources to Maximize Membership Value     | <p>VP of Resource Devlpmnt (Shyla Miller)</p> <p>All Professional Practice Reps</p>     | <p>Maximize practice area contents and resources</p> <ul style="list-style-type: none"> <li>Review current resources on Professional and Student web pages as procedures currently outline &amp; document content as “to keep”, “to amend”, “to remove” and “new additions” for web designer prep</li> <li>Identify and provide new and updated resources to include for each work setting</li> <li>Test resources for functionality and accessibility</li> <li>Promote and advertise resources to constituents in Nov Newsletter and in ongoing member benefits promotions</li> </ul>   | <p>Oct 1<sup>st</sup> 2018</p> <p>Oct 15<sup>th</sup> 2018</p> <p>Nov 1<sup>st</sup> 2018</p> <p>Nov 15<sup>th</sup> 2018</p> |
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| <p style="text-align: center;"><b>WHAT</b></p> <p style="text-align: center;"><b>LC 2018/2019<br/>ANNUAL GOALS</b></p> <p style="text-align: center;"><b>Advocacy, Leadership, Cont Ed</b></p> | <p style="text-align: center;"><b>WHO:</b></p> <p style="text-align: center;"><b>LEAD CONTACT</b></p>   | <p style="text-align: center;"><b>HOW</b></p> <p style="text-align: center;"><b>LC ACTION PLAN</b></p>  | <p style="text-align: center;"><b>WHEN</b></p> <p style="text-align: center;"><b>TIME-LINE</b></p> |
|--|---|---|--|
| <p>Expand Advocacy Education Initiatives and Opportunities</p>   | <p><b>VP of Leg &amp; Advocacy<br/>(Terri Hollenkamp)</b></p> <p><b>All Professional Practice Reps<br/>(Led by Nadine Whiteman)</b></p> <p><b>VP of Continuing Education<br/>(Colleen Visconti)</b></p> <p><b>VP of Resource Dvlpmnt<br/>(Shyla Miller)</b></p> | <p>Educate constituents on the legislative process and urgent legislative topics and provide a means for quick and easy input and action</p> <ul style="list-style-type: none"> <li>• Identify best means to reach constituents with urgent legislative topics</li> <li>• Identify a process for managing topics and quantifying and organizing member feedback/action</li> <li>• Identify existing resources for publishing and accessing legislator contact information</li> <li>• Report on additional needed resources and associated costs to make contact achievable</li> </ul> <p>Determine feasibility of hosting legislative “town hall” meetings in each region</p> <ul style="list-style-type: none"> <li>• Determine member interest</li> <li>• Determine formats for meeting the needs of interested attendees</li> <li>• Research and manage a list of content and prospective event locations</li> <li>• Plan and host events</li> <li>• Track effectiveness of activities including attendance, needs and resolutions.</li> </ul> | <p>March 30<sup>th</sup> 2019</p> <p>June 1<sup>st</sup> 2019</p>                                  |
| <p>Expand Continuing Education Opportunities</p>   | <p><b>VP of Continuing Education<br/>(Colleen Visconti)</b></p> <p><b>VP of Resource Dvlpmnt<br/>(Shyla Miller)</b></p> <p><b>All Professional Practice Reps</b></p> <p><b>VP of Member Engagement<br/>(Emily Berry)</b></p>                                    | <p>Identify what formats we can offer CE content in to expand member benefits and meet unmet nonmember needs to drive membership</p> <ul style="list-style-type: none"> <li>• Survey membership</li> <li>• Inventory current offerings to identify areas of need</li> <li>• Brainstorm solutions and investigate cost</li> <li>• Identify a minimum of 2 (?) opportunities in new formats</li> <li>• Plan, prepare and offer opportunities</li> <li>• Collect usage data and evaluate effectiveness</li> </ul>  | <p>Dec 1<sup>st</sup> 2018</p>   |