

ANNUAL GOALS 2018/2019

Goal Status: Complete, In Progress

WHAT	WHO:	HOW	WHEN
LC 2018/2019 ANNUAL GOALS Advocacy , Leadership , Cont Ed	LEAD CONTACT	LC ACTION PLAN	TIME-LINE
Increase Social Media Outreach and Presence	VP of Member Engagement (Emily Berry) Social Media Chair (Stephanie Rahe)	Develop 30 second “what is” and “why” video snippets <ul style="list-style-type: none"> Develop a list of snippet “themes” and ideas Manage an organized list of upcoming topics & publication timeline Record, edit and post with the help of LC and Professional Practice Reps Maximize content opportunities and ability to cross over all valuable media outlets <ul style="list-style-type: none"> Investigate feasibility of adding social media outlets Identify which additions would be valuable to OSLHA Establish accounts and appoint account managers Organize a schedule and data sharing process for account managers Quantify efforts by tracking Facebook likes, track relay from promotions to purchases to determine income generated 	Monthly, Sept 2018-June 2019 Feb 1 st 2019
Refresh Webpage Resources to Maximize Membership Value	VP of Resource Devlpmnt (Shyla Miller) All Professional Practice Reps	Maximize practice area contents and resources <ul style="list-style-type: none"> Review current resources on Professional and Student web pages as procedures currently outline & document content as “to keep”, “to amend”, “to remove” and “new additions” for web designer prep Identify and provide new and updated resources to include for each work setting Test resources for functionality and accessibility Promote and advertise resources to constituents in Nov Newsletter and in ongoing member benefits promotions 	Oct 1st 2018 Oct 15th 2018 Nov 1st 2018 Nov 15th 2018

<p style="text-align: center;">WHAT</p> <p style="text-align: center;">LC 2018/2019 ANNUAL GOALS</p> <p style="text-align: center;">Advocacy, Leadership, Cont Ed</p>	<p style="text-align: center;">WHO:</p> <p style="text-align: center;">LEAD CONTACT</p>	<p style="text-align: center;">HOW</p> <p style="text-align: center;">LC ACTION PLAN</p>	<p style="text-align: center;">WHEN</p> <p style="text-align: center;">TIME-LINE</p>
<p>Expand Advocacy Education Initiatives and Opportunities</p>	<p>VP of Leg & Advocacy (Terri Hollenkamp)</p> <p>All Professional Practice Reps (Led by Nadine Whiteman)</p> <p>VP of Continuing Education (Colleen Visconti)</p> <p>VP of Resource Devlpmnt (Shyla Miller)</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">• Identify best means to reach constituents with urgent legislative topics• Identify a process for managing topics and quantifying and organizing member feedback/action• Identify existing resources for publishing and accessing legislator contact information• Report on additional needed resources and associated costs to make contact achievable <p>Determine feasibility of hosting legislative “town hall” meetings in each region</p> <ul style="list-style-type: none">• Determine member interest• Determine formats for meeting the needs of interested attendees• Research and manage a list of content and prospective event locations• Plan and host events• Track effectiveness of activities including attendance, needs and resolutions.	<p>March 30th 2019</p> <p>June 1st 2019</p>
<p>Expand Continuing Education Opportunities</p>	<p>VP of Continuing Education (Colleen Visconti)</p> <p>VP of Resource Dvlpmnt (Shyla Miller)</p> <p>All Professional Practice Reps</p> <p>VP of Member Engagement (Emily Berry)</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">• Survey membership• Inventory current offerings to identify areas of need• Brainstorm solutions and investigate cost• Identify a minimum of 2 (?) opportunities in new formats• Plan, prepare and offer opportunities• Collect usage data and evaluate effectiveness	<p>Dec 1st 2018</p>