<table>
<thead>
<tr>
<th>WHAT</th>
<th>WHO: Lead Contact</th>
<th>HOW: LC Action Plan</th>
<th>WHEN: Time-Line</th>
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| **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  
- 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  
- 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 1st 2019 |
| **Refresh Webpage Resources to Maximize Membership Value** | VP of Resource Devlpmt (Shyla Miller)  
All Professional Practice Reps | Maximize practice area contents and resources  
- 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 |
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| Expand Advocacy Education Initiatives and Opportunities | VP of Leg & Advocacy (Terri Hollenkamp)  
All Professional Practice Reps (Led by Nadine Whiteman)  
VP of Continuing Education (Colleen Visconti)  
VP of Resource Devlpmnt (Shyla Miller) | Educate constituents on the legislative process and urgent legislative topics and provide a means for quick and easy input and action  
- 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 | March 30th 2019 |
| | | Determine feasibility of hosting legislative “town hall” meetings in each region  
- 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. | June 1st 2019 |
| Expand Continuing Education Opportunities | VP of Continuing Education (Colleen Visconti)  
VP of Resource Dvlpmnt (Shyla Miller)  
All Professional Practice Reps  
VP of Member Engagement (Emily Berry) | Identify what formats we can offer CE content in to expand member benefits and meet unmet nonmember needs to drive membership  
- 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 | Dec 1st 2018 |