

ANNUAL GOALS 2017/2018

Goal Status: Complete, In Progress

WHAT LC 2017/2018 ANNUAL GOALS Advocacy, Leadership, Cont Ed	WHO: LEAD CONTACT	HOW LC ACTION PLAN	WHEN TIME-LINE
Broaden Marketing Efforts with 4 new Strategies	Emily Berry VP of Member Engagement	Develop Teasers for member Publications to Drive Readers to Purchase Membership to Receive the Full Details Promote Calendar Activities in a Regional/Color-Coded Format Develop a "Best Kept Secrets of OSLHA Membership" Resource and Use as a Promotional Material Develop a Series of "Value of Membership" Resource Materials <ul style="list-style-type: none"> • Identify Content • Identify Media Outlets • Develop Into a Printable or eFormat Based on Outlets 	September 2017 January 2018 May 2018 April 2018 December 2017 February 2018 March 2018
Develop 2 University Involvement Opportunities for the Year	Katie Bochi Univ & Student Affairs Practice Rep	Develop a University Video Contest to Draw Attention to OSLHA and To Provide Info on What Makes each Program Unique for Student Benefit <ul style="list-style-type: none"> • Identify & Define Submission Criteria and Winner Process • Promote Activity and Receive Submissions • Conduct Judging & Announce Winner Highlight each University Via A Quarterly, Video-Recorded CE Activity Presented by Them <ul style="list-style-type: none"> • Brainstorm Structure of Solicitation and Execution Process • Gauge Interest from Universities in Participating in This Activity • Identify Content to be Presented & a Presentation Schedule • Draft Solicitation Materials • Collect Submissions, Peer Review and Complete Final Edits • Submit for Applicable CEU Approval 	September 2017 September 2017 September 2017 March 2018 June 2018 October 2017 November 2017 February 2018 February 2018 April 2018 May 2018
Develop 9 Member Exclusive CE Activities in Varying Formats	Amy Hersh DD Practice Rep	Develop How To's for CE credit in Varying Formats <ul style="list-style-type: none"> • Identify 1 per Practice Area <ul style="list-style-type: none"> ○ 1 Completed and 1 Underway • Plan Content & Determine Best Format • Complete Content, Peer Review and Complete Final Edits <ul style="list-style-type: none"> ○ 1 in Progress • Submit for Applicable CEU Approval 	April 2018 November 2017 December 2017 February 2018 April 2018