

ANNUAL GOALS 2018/2019

Goal Status: **Complete**, **In Progress**

<p>WHAT</p> <p>LC 2018/2019 ANNUAL GOALS</p> <p>Advocacy, Leadership, Cont Ed</p>	<p>WHO:</p> <p>LEAD CONTACT</p>	<p>HOW</p> <p>LC ACTION PLAN</p>	<p>WHEN</p> <p>TIME-LINE</p>
<p>Increase Social Media Outreach and Presence</p>	<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"> • 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 <p>Maximize content opportunities and ability to cross over all valuable media outlets</p> <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 	<p>Monthly, Sept 2018-June 2019</p> <p>Feb 1st 2019</p>
<p>Refresh Webpage Resources to Maximize Membership Value</p>	<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"> • 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 	<p>Oct 1st 2018</p> <p>Oct 15th 2018</p> <p>Nov 1st 2018</p> <p>Nov 15th 2018</p>

WHAT LC 2018/2019 ANNUAL GOALS Advocacy, Leadership, Cont Ed	WHO: LEAD CONTACT	HOW LC ACTION PLAN	WHEN TIME-LINE
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 Dvlpmnt (Shyla Miller)	Educate constituents on the legislative process and urgent legislative topics and provide a means for quick and easy input and action <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 Determine feasibility of hosting legislative “town hall” meetings in each region <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. 	March 30 th 2019 June 1 st 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 <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 	Dec 1 st 2018