

	Strategic Objectives	Measurable Outcomes/Goals	Initiatives /Action Plans	Due Date
1.	<b>Communication</b> Member engagement/ knowledge transfer	30% increase in member engagement by December 2021.	<ol style="list-style-type: none"> <li>1. Update Bylaws</li> <li>2. Update Policies &amp; Procedures</li> <li>3. Update Officer &amp; Committee</li> <li>4. Define Volunteer Duties &amp; Expectations</li> <li>5. Modernize the website</li> </ol>	<p>October 2019</p> <p>Feb 2020</p> <p>July 2020</p> <p>Sept 2020</p> <p>May 2020</p>
2.	<b>Networking</b> Expand use of technology to engage members / enhance networking	Increase member engagement in networking by 15% by May 2022	<ol style="list-style-type: none"> <li>1. Website revamp</li> <li>2. Subscription to Webex/Zoom</li> <li>3. List Serve member connect</li> <li>4. Monthly newsblast</li> <li>5. Expand use of Social Media</li> <li>6. Networking ops at Conference</li> <li>7. Real-time Member Directory</li> <li>8. On-line voting</li> </ol>	<p>June 2020</p> <p>Nov 2019</p> <p>December 2019</p> <p>January 2020</p> <p>Ongoing</p> <p>May 2020</p> <p>February 2020</p> <p>March 2020</p>
3.	<b>Education</b> Increase member satisfaction through new methods of education	<p>Increase member satisfaction by 25% by October 2023</p> <p>Increase Member attendance by 15% by May 2022</p>	<ol style="list-style-type: none"> <li>1. Restructure Conference Programming</li> <li>2. Website How To videos</li> <li>3. Webinars</li> <li>4. Member surveys</li> <li>5. Leadership Dev Program</li> </ol>	<p>May 2020</p> <p>July 2020</p> <p>August 2020</p> <p>August 2019</p> <p>July 2020</p>