



OKAHU Strategic Plan 2022-2023

Minutes

August 11, 2023

9:00 a.m.

The Greens Country Club

Barton-Lewis, Diane (Director & Professional Development Co-Chair)	Excused
Bigbie, Andy (Treasurer)	
Brown, Susie (Director & Annual Partner Chair)	Excused
Clagg, Theresa (President Elect & Public Service Chair)	
Cole, Kemp (Director)	Excused
Cooper, Jodi (Vice President , Communications, Media & Website Chair)	Excused
Cox, Carrie (Director & Professional Development Co-Chair)	Excused
Goggans, Ashley (Immediate Past President & Awards Chair)	
Harmon, Kelley (President)	
Jones, Crystal (Secretary)	Resigned
Morgan Kitchen, Connie (Director & Legislative Chair)	Excused

Non-Voting members

Janway, Leah-Anne (Executive Director)	
Pitt, Jana (Hospitality Committee)	Excused
Andrews, Ashley (Awards Committee)	
Jenkins, Jimmy (Vanguard)	
Morrell, Kelly (Newsletter)	
VanZant, Cathy (Membership/Retention)	

Guest Member

Rice, Rusty

- I. Call to Order:
Kelley called meeting to order at 9:05 a.m.
- II. Introductions:
Introductions of all new board members and Rusty Rice, previous NAHU President. Rusty is going to assist us in putting together a Strategic Plan. We are going to follow an outline that Rusty put together and then will create an outline of the goals for each committee.
- III. Goals & Objectives:
To develop and identify future leaders through clearly defining culture, structure and education Which will lead to consistent leadership succession and chapter growth.
- IV. Product / Plan:
Want to follow the plan that NAHU has put together for Strategic Planning.

- Create a positive repeatable culture for chapter success
- Create a committee structure that will insure proper leadership succession
- Identify Leaders by their passions and skills
- Prepare and develop future leaders
- Inspire others to lead

V. Establish goals for each committee

Rusty made his introductions and then started with the Presidents goals which he had already met with Kelley prior to this meeting. Then started with each committee to come up with goals. Outline of the goals established that will be used to put together a working Excel Spreadsheet.

1. Presidents Goals:

- Take advantage of the NAHU Name Change to grow membership
- Update Legal Requirements with new name Q2 2023
- Increase participation in the rural markets – Explore opportunity for a virtual chapter
- Grow membership

2. Awards

- Submit website award Q2
- Obtain Gold/Platinum Certification Q2
- Submit Presidential Citation(s) Q2
- Submit Pacesetter Q2
- Membership survey Q1 2023
- Drop Box 100% board participation

3. Communications

- Sponsor Content for newsletter – Monthly
- Publish Newsletter Each Month

4. Annual Partners (sponsors)

- Develop Committee (2 new members per month Q4)

- Stay in touch with annual sponsors – 1 Email each month (reminders/participation/opportunities etc)

5. Professional Development

- One CE Per Month
- Train replacement – Q1
- Find one “outside the box” CE per quarter
- Medicare Symposium Q3 2023

6. Hospitality

- Create greeter program – Monthly
- Seat new members with board members - Monthly
- Have name badges at every meeting - Monthly

7. HUPAC

- Increase participation in HUPAC – 1 new per month
- 100% Board participation – by CAPCON
- Increase participation in OKPAC – 1 new per month

8. Legislation

- Develop committee – Q4
- Reimplement Freshman Luncheon – Q1
- Take advantage of election (pre Nov Election)
- Provide Legislative update each month
- Develop Legislative success flyer Q4

9. Media Relations

- Unlock LinkedIn acct – September 1
- Monthly social media posts
- Update website Bi-Weekly

10. Membership

- Grow net membership – 1 per month
- Recognize new members - Monthly
- Recognize recruiter - monthly
- New member/recruiter drawing - monthly

11. Public Service

- Charity service 1 per quarter
- Toy drive in November
- Cleaning supply drive Sept
- Monthly Speaker donation
- Figure Venmo/QR code for payment – October Luncheon

12. Vanguard Council

- Develop committee -Q1
- Event in 2022
- Event in 2023

13. Parking Lot

- Virtual Chapter
- Increase attendance at day at the capitol
- Increase attendance at CAPCON
- Review mission statement
- Review Vision Statement
- Update Bylaws
- Update P&P's

VI. Breakout Goals

Once the goals were established for each committee, then we broke out into groups to see how each of the committees could work together. Meet with the breakout groups for 15 minutes.

Each group came up with one additional goal that we added to the above goals. If a committee member was missing, the group collaborated to put together goals for that committee.

Breakout groups

- | | | |
|---|--|-------------------------------|
| 1 | Awards
Annual Partners | Public Service
Hospitality |
| 2 | Membership
Professional Development | Vanguard |
| 3 | Legislation
Media Relations | HUPAC
Communication |

Rusty went back through the goals and gave a couple of recommendations. Kelley thanked everyone for volunteering to this year's board and excited for the year. We will send out the goals in an excel format to help keep track of the goals accomplished this year.

VII. Adjournment

Ashley made a motion to adjourn at 10:58 a.m., Theresa Clagg seconded the motion