Strategic Plan

Mission Statement: to develop and identify future leaders through clearly defining culture, structure and education, which will lead to consistent leadershp succession and chapter growth.

Long Term Goals: grow membership to 125 members by 2026, have 12 new HUPAC contributors by 2026, and have at least 5 newsletters each term.

GOALS	Quarter 3			Quarter 4			Quarter 1			Quarter 2		
	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Presidents Goals: (Theresa)												
• Take advantage of the NAHU Name Change to grow membership	--	--	--	--	--	--	--	--	--			
• Complete New Chapter Name process	--	--	--	--	--	--	--	--	--	--	X	
• Increase participation in the rural markets – Explore opportunity for a virtual chapter	--	--	--	--	--	--	--	--	--			
• Grow membership												
Awards (Ashley)												
• Submit website award Q2	--	--	--	--	--	--	--	--	--	X		
• Obtain Gold/Platinum Certification Q2	--	--	--	--	--	--	--	--	--	--	X	
• Submit Presidential Citation(s) Q2	--	--	--	--	--	--	--	--	--	X		
• Submit Pacesetter Q2	--	--	--	--	--	--	--	--	--	X		
• Membership survey Q1	--	--	--	--	--	--	--	--	--			
Communications (Kelly)												
• Sponsor Content for newsletter – Monthly												
• Publish Newsletter Each Month	X	X	X		X	X		X	X			
Annual Partners (sponsors) (Megan)												
• Develop Committee (2 new members per month Q4				New leader								

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• Stay in touch with annual sponsors – 1 Email each month (reminders/participation/opportunities etc)				New leader								
Professional Development (James)												
• One CE Per Month	1	1	1	1	1		1	5	2	1		
• Train replacement – Q1	--	--	--	--	--	--	X	X	X			
• Find one “outside the box” CE per quarter												
Hospitality (All)												
• Create greeter program – Monthly					Kemp	--						
• Seat new members with board members - Monthly				X	X	--	X	X	X	X		
• Have name badges at every meeting - Monthly		X	X	X	X	--	X	X	X	X		
HUPAC (Diane)												
• Increase participation in HUPAC – 1 new per month												
• 100% Board participation – by CAPCON												
• Increase participation in OKPAC – 1 new per month												
Legislation (Kelley)												
• Develop committee – Q4	--	--	--	X	X	X	X	X	X	X		
• Reimplement Freshman Luncheon – Q1	--	--	--	--	--	--	--	--	--	--		
• Take advantage of election (pre Nov Election)				--	--	--	--	--	--	--		
• Provide Legislative update each month	X	X	X	X	X	--	X	X	X	X		
• Develop Legislative success flyer Q4												
Media Relations (Jodi)												
• Monthly social media posts			X									
• Update website Bi-Weekly	X	X	X									

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Membership (Shane)												
• Grow net membership – 1 per month												
• Recognize new members - Monthly	X	X	X	X	X	--						
• Recognize recruiter - monthly		X	--	X		--						
• New member/recruiter drawing - monthly												
Public Service (Dana)												
• Charity service 1 per quarter	--	--	X						X			
• Toy drive in November	--	--	--	--	--	X						
• Cleaning supply drive Sept	--	--	--	X	--	--						
• Monthly Speaker donation	X	X	X	X	X	--	X	X	X			
• Figure Venmo/QR code for payment – October Luncheon												
Vanguard Council (Jimmy)												
• Develop committee -Q1	--	--	--									

<u>Parking Lot</u>

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

POSITION	MEMBER	HUPAC	OKPAC
President	Theresa C.	X	X
Past President	Kelley H	X	X
Vice-President	Jodi C	X	X
President Elect	Megan H	X	
Secretary	Sofia McGrand		
Treasurer	Megan H	X	
Executive Director	Leah-Anne J	X	X
Professiontal Development	James A	X	X
Public Service	Dana N	X	X

Director	Kemp C	X	
Communications (Media & Website)	Jodi C	X	
Communications (Newsletters)	Kelly M.		
Annual Partners	Kim A	X	X
Legislative	Kelley H	X	X
HUPAC	Diane B	X	X
Hospitatlity	Jana P		
Awards	Ashley	X	X
Vanguard	Jimmy J		
Membership	Corinne H		