

# STRATEGIC GOAL I

STRATEGIC GOAL	ANNUAL GOAL	TASKS AND OBJECTIVES	Assigned/Priority			Status
			Governance Affairs Team (GAT)	Membership Affairs Team (MAT)	Public Affairs Team (PAT)	IP = In Progress C= Complete NS = Not Started
<b>I. CAHU will exceed our members expectations</b>	<b>A) Produce effective, succinct and direct communication to members that demonstrate full transparency in all we do</b>	1) Produce a "What Has CAHU Done For You Lately" document by 10/1/2018		X		C
		2) Produce an annual legislative recap by 11/1/2018 (Completed)			X	C
		3) Produce a list of top Federal and State bills for members and clients by 11/1/2018 (Completed)			X	C
		4) Produce a "CAHU Live" newsletter by 1/1/2019 (next one out in February)		X		C
		5) Create CAHU branding pieces for use by members by 2/1/2019		X		IP
		6) Conduct a semi-annual membership survey by 8/01/2018 and 3/31/2018		X		C/IP
		7) Present "Working with the Media" powerpoint at training meetings that will be held by 09/18/2018		X		NS
		8) Form a Website Sub-Committee and have them conduct annual audit of CAHU website and review of local websites by 09/01/2018		X		C
		9) Maintain and promote use of a member-friendly CAHU master calendar by 8/7/2018	X			C
		10) Invite members to review CAHU's materials and provide comments by 09/15/2018	X			C
		11) Draft, approve and post a statement of accountability to members by 09/15/2018	X			C
	<b>B) Provide Leadership Training for Local Chapters on specific functions</b>	1) Conduct breakout sessions at Health Care Summit for: Membership, Professional Development, Legislation and Awards	X	X	X	C
		2) Record these training sessions so they can be shared via webinar for those who don't attend the Health Care Summit	X			N/A
		3) Develop a chapter template for event fundraising by 12/1/2018	X			NS
		4) Train locals how to use the Pacesetter Award requirements as a guide to run their chapter by 08/31/2018		X		C
	<b>C) Enhance CAHU's Professional Development Program</b>	1) Produce and file CE courses for use at the Health Care Summit and Capitol Summit		X		C/IP
		2) Maintain and update a CAHU speakers bureau by 01/01/2019		X		IP
		3) Maintain and update CE courses and database for use by locals and other members by 8/15/2019		X		IP
	<b>D) Standardize and update the New Member Orientation program</b>	1) Develop New Member Orientation templates for use by local chapters by 09/15/2018		X		C
		2) Assist local chapters in the implementation of an Adopt-a-Member program at the local level by 09/15/2018		X		C
		3) Assist local chapters in the implementation of a Mentoring program at the local level by 05/1/2019		X		IP
	<b>E) Establish a State-Wide Vanguard Committee</b>	1) Identify chapters who do not have a local Vanguard and assist them in recruiting local Vanguard leaders/members by 10/01/2018	X			C
		2) Have the local Vanguard committees head up the Mentoring program by 03/01/2019	X			IP
	<b>F) Get Members more Involved in the various functions and events of CAHU</b>	1) Re-Emphasize the NAHU Triple Crown program by communicating this to all members and provide them with their "score" as to where they stand in terms of qualification this award by 09/01/2018, 1/1/2019, 03/1/2019		X		C/IP
		2) Create a "financial incentives" outline in which members are rewarded financially for their activities by 12/1/2018	X			IP
		3) Create valuable content at all state events which will promote attendance by 8/17/2018		X		C
		4) Provide meaningful member recognition for member engagement by 1/1/2019		X		IP
		5) Conduct post-event attendee surveys (Health Care Summit and Capitol Summit)		X		C/IP

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	G) Actively engage and develop chapters and their leadership	1) Form a State Chapter Development sub-committee of the Membership Affairs Team by 8/8/2018	X	X		C
		2) Develop training modules and videos that can be shown via internet for each area of leadership by 2/1/2019, videos 2/1/2019	X	X		IP
		3) Reach out and engage the cooperation and assistance of local chapter executive directors by 8/8/2018	X			C