

STRATEGIC GOAL III

STRATEGIC GOAL	ANNUAL GOAL	TASKS AND OBJECTIVES	Assigned/Priority			Status IP = In Progress C= Complete NS = Not Started
			Governance Affairs Team (GAT)	Membership Affairs Team (MAT)	Public Affairs Team (PAT)	
III. CAHU will be known as a leader in advocacy, industry and public policy forums	A) Produce a series of Public Affairs collateral	1) Produce a series of white papers on various topics by 10/1/2018, 1/1/2019, 4/1/2019, 7/1/2019			X	NS
		2) Produce a "Where is CAHU" piece each year by 5/1/2019		X		IP
	B) Increase our Media presence	1) Produce sample "Letters to the Editor" and/or Op-Ed pieces that can be used by local members by 10/1/2018, 1/1/2019, 4/1/2019, 7/1/2019			X	NS
		2) Generate a monthly press release dealing with current legislative, industry or regulatory topics, the first of which by 8/7/2018			X	IP
		3) Create a listing / database of local media contacts			X	C
	C) Promote and grow CAHU support of the PAC	1) Hold a PAC event in conjunction with all state events			X	IP
		2) Invite key legislators to PAC events			X	IP
		3) Provide training to local PAC chairs as to how to raise PAC donations at both State and Federal levels by XX/XX/XXXX			X	IP
	D) Secure the services of a Public Relations consultant	1) Begin the process of identifying firms or individuals as candidates for hire/contract by 6/1/2019	X			NS
		2) Create professional Public Relations and Advocacy documents and reports by 4/1/2019			X	NS
	E) Improve and enhance CAHU's legislative presence	1) Continue to retain the services of a government affairs lobbyist			X	C
		2) Update and enhance the CAHU Adopt-a-Legislator program by XX/XX/XXXX			X	IP
		3) Continue to participate in coalition activities, identify new coalition relationships and assign appropriate personnel to work in these coalitions			X	C
		4) Expand coalition activities to include government, regulatory and industry bodies			X	C
		5) Continue weekly legislative committee calls			X	C
		6) Continue the annual bill-review process and produce weekly updates on key bills			X	IP
		7) Hold annual Capitol Summit			X	IP
		8) Conduct "Voter Voice" activities on a regular basis			X	NS
	F) Train members and local leaders how the CAHU Legislative Program works	1) Conduct annual training for local legislative chairs as to their duties by XX/XX/XXXX			X	IP
		2) Train replacements for legislative leaders at the state and local level XX/XX/XXXX			X	IP
		3) Conduct local legislative town halls by XX/XX/XXXX			X	IP
	G) Create and maintain a Legislative Response Team	1) Create, name and maintain a special team of board members who will provide a rapid response to legislative issues by 7/1/2018	X		X	C
		2) Create a "Grass Tops" program and announce it to membership by 4/1/2019			X	NS
	H) Create a training course for chapter spokespersons	1) Develop a State board Policy and Procedure for this by 3/1/2019	X			NS
		2) Identify spokesperson candidates and invite them for training by 5/1/2019	X			NS
		3) Consider using NAHU resources for training and education of spokespersons	X	X	X	NS