



2022-23 Strategic Plan

Executive

- Complete NAHU leadership academy by May 15th
- Update P&P's – Q3
- Update Bylaws after NAHU name change packet received
- Recruit for Education/PD chair – September
- Recruit for Legislative chair – December

Communication

- Survey on best communication method – done Q3
- Bi-monthly or quarterly newsletter. Aug/Sept issue can include Sue and Janet's awards, PAC corn hole, sponsor content and sponsor ad, plus something from new PR firms' content
- Utilize LinkedIn and Facebook – post 2 weeks before event, again 1 week before. 2-3 days before when a social event
- Entire calendar online and updated regularly

Membership

- Increase membership 10%
- Increase retention to 95%
- Update contacts for agencies to gain Agency model members

PAC

- Raise \$15,000 for the chapter this year
- Host one meeting for PAC
- Discuss PAC at each in person chapter meeting

Professional Development/Education

- Offer at least 3 CE courses
- Promote NAHU REBC, Leadership Academy and Mentorship program
- Build committee