



2021 Strategic Plan

Member/Board & Event meeting schedule for 2021:

- Board Meetings: Third Thursday of the month from 4:00-5:00pm
- Member meetings: We are working to plan virtual meetings through June 2021 and then hopefully will be able to plan in-person gatherings that meet social protocols
- Products Fair: Virtual Products Fair in Spring was Cancelled through Board vote. Plans for an in-person socially distant products fair in the fall if social determinants allow.
- Membership social: We will plan to hold virtual member meetings and allow prospective guests to attend for no charge as incentive to join our organization. As soon as allowed, we will plan in-person meetings.

Membership Goals: To Recruit at least ten new members in 2021. To retain 90% of membership as of 1/1/21.

Ken Hall Scholarship: Our goal is to raise \$500 annually for this scholarship. We will have a fundraiser at our products fair (currently planned for fall of 2021) and continue to promote this scholarship on our website and in member communications / announcements. We award one or two Ken Hall scholarships annually depending upon fundraising. The scholarship covers registration, travel, ½ of a hotel room and a per diem meal allotment.

Budget: Our 2021 budget was adopted December 28, 2020.

Value Proposition: We need to continue to provide more value to get members engaged.

Ideas include:

- Ken Hall Scholarship
- Advocacy with legislators (Day at the Statehouse/Cap Con)
- Social Media Presence
- Compliance Corner Blog