

2009-2010 TAHU Strategic Plan

Chair	Goal	Due Date	Completed	NOTES
Membership	Positive Enrollment Each Quarter	1st Q 7/17/09	No	Decr 2
		2nd Q 10/30/09	Yes	
		3rd Q 1/22/10		
		4th Q 4/29/10		
	One Contest Per Quarter	1st Q 7/17/09	N/A	
		2nd Q 10/30/09	Yes	
		3rd Q 1/22/10		
		4th Q 4/29/10		
	Triple Crown - TAHU Board			
		1st Q 7/17/09	Yes	Johnson
		2nd Q 10/30/09	Yes	Buffum and Yarberry
		3rd Q 1/22/10		
		4th Q 4/29/10		
Awards	Re-do Education Award	10/30/09	Yes	
	Re-do Membership/Retention Award	10/30/09	Yes	
	Re-do Ken Martin Award	10/30/09	No	Need to review
Education	Quarterly Conference Calls			
		1st Q 7/17/09	7/21/2009	
		2nd Q 10/30/09	Yes	
		3rd Q 1/22/10		
	CE Reports Each Quarter	4th Q 4/29/10		
		1st Q 7/17/09	Yes	Missing 2 chapters
		2nd Q 10/30/09	Yes	
		3rd Q 1/22/10		
		4th Q 4/29/10		
	Blue Ribbon Program			
		2nd Q 10/30/09	No	
		3rd Q 1/22/10		
		4th Q 4/29/10		
	Develop Speaker E-Mail Database			
		7/17/09	Yes	
	Expand Course Description on TAHU Web site	1/22/10		

	Increase number of TAHU Speakers	10/30/09	Yes	
Media	Establish Media Positions	10/30/09	No	
	Release OpEd Piece on Healthcare Literacy (3 per Market)			
	1st Q 7/17/09	No		
	2nd Q 10/30/09	Yes		
	3rd Q 1/22/10			
	4th Q 4/29/10			
	Release OpEd Piece on Cost Shifting			
	1st Q 7/17/09	No		
	2nd Q 10/30/09	No		
	3rd Q 1/22/10			
	4th Q 4/29/10			
Newsletter	100% Chapter Bragging in TAHUNews			
	1st Q 7/17/09	No		Had 10
	2nd Q 10/30/09			
	3rd Q 1/22/10			
	4th Q 4/29/10			
	Feature Article			
	1st Q 7/17/09	Yes		
	2nd Q 10/30/09			
	3rd Q 1/22/10			
	4th Q 4/29/10			
	Non-member mailout - 3 chapters per quarter			
	1st Q 7/17/09	Yes		
	2nd Q 10/30/09			
	3rd Q 1/22/10			
	4th Q 4/29/10			
TAHU Enews	8 Publications (2 per Quarter)			
	1st Q 7/17/09	Yes		
	2nd Q 10/30/09	Yes		
	3rd Q 1/22/10			
	4th Q 4/29/10			
	Target Non-Members	10/30/09	No	
Convention	450 Attendees	4/29/10		
	5 Carrier Meetings	1/31/10		
	1st Committee Meeting	8/31/09	Yes 07/09/09	
Legislation	Town Hall Meetings - 3 per Quarter			

		1st Q	7/17/09	Yes	
		2nd Q	10/30/09	Yes	
		3rd Q	1/22/10		
		4th Q	4/29/10		
	Legislative Survey		8/8/09	No	
	Postcards from the Ledge (1 per month)				
		1st Q	7/17/09	Yes	
		2nd Q	10/30/09		
		3rd Q	1/22/10		
		4th Q	4/29/10		
	Increase Ledge Conference call participation (80%)				
		1st Q	7/17/09	Yes	
		2nd Q	10/30/09	Yes	
		3rd Q	1/22/10		
		4th Q	4/29/10		

Chapter Presidents	Submit Chapter Bragging to TAHUNews				
		1st Q	7/17/09	No	All but three
		2nd Q	10/30/09		
		3rd Q	1/22/10		
		4th Q	4/29/10		
	Publish State Board Meeting Recap in Newsletter				
		1st Q	7/17/09	No	Lubbock Only
		2nd Q	10/30/09		
		3rd Q	1/22/10		
		4th Q	4/29/10		
	Membership Drive at every event				
		1st Q	7/17/09	Yes	
		2nd Q	10/30/09		
		3rd Q	1/22/10		
		4th Q	4/29/10		