

2010-2011 TAHU Strategic Plan

Chair	Goal	Due Date	Completed	NOTES
Membership	Positive Growth Each Month	1st Q	7/23/10	
		2nd Q	10/29/10	
		3rd Q	1/28/11	
		4th Q	5/5/11	
	Follow award criteria	1st Q	7/23/10	
		2nd Q	10/29/10	
		3rd Q	1/28/11	
		4th Q	5/5/11	
	Chapter Support			
	Meeting in San Angelo	1st Q	7/15/10	
	Look at possible chapter in Abilene area			
		4th Q	5/5/11	
Technology	Meet with Rob Wendling 2009-2010 Technology Chair	1st Q	7/23/10	
	Keep website updated within 24 hours of requests			
		1st Q	7/23/10	
		2nd Q	10/29/10	
		3rd Q	1/28/11	
		4th Q	5/5/11	
Marketing	\$500 Sponsor for each board meeting (1/quarter)			
		1st Q	7/23/10	
		2nd Q	10/29/10	
		3rd Q	1/28/11	
		4th Q	5/5/11	
Awards	Hold award chair meetings with major events			
		4th Q	5/5/11	
	Award documentation to be provided at each board meeting			
		1st Q	7/23/10	
		2nd Q	10/29/10	
		3rd Q	1/28/11	
		4th Q	5/5/11	

	Apply for the Landmark, Presidential Citation and Osler awards				
	4th Q	5/5/11			
Education	Hold award chair meetings with major events	4th Q	5/5/11		
	5% increase in the number of CE hours		By 06/30/11		
	Develop a piece on CE guidelines and design a template of how to write a CE	1st Q	7/23/10		
	Achieve a 90% "clean" rate of following education P&P		By 06/30/11		
	CE Reports Submitted to Education Chair (1/quarter)				
		1st Q	7/23/10		
		2nd Q	10/29/10		
		3rd Q	1/28/11		
		4th Q	5/5/11		
Media	Establish a media relations committee		7/23/10		
	Follow award criteria				
		1st Q	7/23/10		
		2nd Q	10/29/10		
		3rd Q	1/28/11		
		4th Q	5/5/11		
	Appoint a spokesperson for Texas				
		1st Q	7/23/10		
Newsletter	Feature "worker bees" in each chapter				
		1st Q	7/23/10		
		2nd Q	10/29/10		
		3rd Q	1/28/11		
		4th Q	5/5/11		
	Pictures from all chapters				
		1st Q	7/23/10		
		2nd Q	10/29/10		
		3rd Q	1/28/11		
		4th Q	5/5/11		
	Social areas and fun reading				
		1st Q	7/23/10		
		2nd Q	10/29/10		

100% Chapter braggin submissions	3rd Q	1/28/11		
	4th Q	5/5/11		
	1st Q	7/23/10		
	2nd Q	10/29/10		
	3rd Q	1/28/11		
	4th Q	5/5/11		
TAHU Enews Integrate material with TAHUNews	1st Q	7/23/10		
	2nd Q	10/29/10		
	3rd Q	1/28/11		
	4th Q	5/5/11		
Enews (1 per month)	1st Q	7/23/10		
	2nd Q	10/29/10		
	3rd Q	1/28/11		
	4th Q	5/5/11		
Convention	Have committee members in place	7/23/10		
	Convention logo	7/23/10		
	Final agenda of events	11/1/10		
	Marketing plan implementation	12/1/10		
Legislation	Postcards from the Ledge (1 per month)	1st Q	7/23/10	
		2nd Q	10/29/10	
		3rd Q	1/28/11	
		4th Q	5/5/11	
	Increase # of TAHUPAC Contributors to 376 (45/quarter)	1st Q	7/23/10	
		2nd Q	10/29/10	
		3rd Q	1/28/11	
		4th Q	5/5/11	
	Increase # of HUPAC Contributors to 188 (36/quarter)	1st Q	7/23/10	
		2nd Q	10/29/10	
		3rd Q	1/28/11	
		4th Q	5/5/11	
	Have a Day at the Capitol	By 03/15/11		
	Hold Operation Shouts (1/quarter) before March 31			

	1st Q	7/23/10		
	2nd Q	10/29/10		
	3rd Q	1/28/11		
	4th Q	5/5/11		
Attend web-view teleconferences				
	2nd Q	10/29/10		
	3rd Q	1/28/11		
	4th Q	5/5/11		
Attend legislative conference calls (1/month)				
	1st Q	7/23/10		
	2nd Q	10/29/10		
	3rd Q	1/28/11		
	4th Q	5/5/11		
Briefing at Capitol with Legislative Staff on Public Outreach and Federal updates				
	By 03/31/11			
Chapter Presidents				
100% Silver Seal Certification				
	1st Q	7/23/10		
	2nd Q	10/29/10		
	3rd Q	1/28/11		
	4th Q	5/5/11		
Member Retention Drive				
	By 06/30/11			
Membership Drive (1/quarter)				
	1st Q	7/23/10		
	2nd Q	10/29/10		
	3rd Q	1/28/11		
	4th Q	5/5/11		
State board meeting wrap-up to chapter membership (1/quarter)				
	1st Q	7/23/10		
	2nd Q	10/29/10		
	3rd Q	1/28/11		
	4th Q	5/5/11		
90% participation on legislative conference calls (2/quarter)				
	1st Q	7/23/10		
	2nd Q	10/29/10		
	3rd Q	1/28/11		

	4th Q	5/5/11		
Industry Relations				
Committee discussion to review goals		7/23/10		
Committee member assignments based on relationships and geographical feasibility		10/29/10		
Initial meetings with carriers		1/28/11		
Initial meetings with industry partners		5/5/11		