

# MSLHA

## Strategic Plan 2008

**FOCUS AREA:** CONTINUING EDUCATION - CONFERENCES

**ISSUE:** Conference attendance is not maximized.

**OUTCOMES:**

1. Increase attendance to an average of 200 attendees.
2. Increase attendance by related service providers and consumers.

**INDICATORS OF SUCCESS:**

1. Each conference will have 200 participants attending.
2. Attendance will be at least 10% related service providers.

**STRATEGIES 2008:**

1. Send conference brochures to other New England state association members and post conference information on New England websites and list serves. Market to Maritimes when in Bangor. (by March 3, 2008 – Andrea and Karen)
2. Market to related service providers based on conference topics (by September 1, 2008 – marketing subcommittee members and brochure coordinator)
3. Obtain lists from MSLHA membership database, BESPA, and DOE (by February 1, 2008 – Cindi Cox to send contact information to Karen; obtain lists by February 4, 2008 – Karen)
4. Obtain lists from other NE state associations and related service provider groups (by February 4, 2008 – Karen)
5. Improve communication among continuing education committee membership
  - \*explore/set-up continuing education listserv (by March 3, 2008 – Karen)
  - \*set-up quarterly continuing education committee meetings (by February 6, 2008 – Andrea, Cindy, and Karen)
  - \*hold first continuing education committee meeting (by March 2008 – all continuing education committee members)

**STRATEGIES 2009:**

1. Maintain and update our marketing lists to hit our target groups. (by January 17, 2009 – marketing subcommittee members and brochure coordinator)

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2. Develop comprehensive plan for topics and speakers. (by June 13, 2009 – Andrea, Cindy, and Karen)
3. Revisit site, dates, time, structure, and presenters of conferences. (by December 1, 2009 – Andrea, Cindy, and Karen)

### **STRATEGIES 2010:**

1. Revisit site, dates, time, structure, and presenters of conferences. (by December 1, 2010 – Co-Chairs)

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**FOCUS AREA:** CONTINUING EDUCATION - INFRASTRUCTURE

**ISSUE:** Roles need to be more defined. Transitions of responsibilities are not smooth.  
Timelines need to be more defined.

**OUTCOMES:**

1. Comprehensive Continuing Education manual.
2. Conference scheduler for each conference with dates and timelines.
3. Role and Responsibility assigned and explained to committee members.

**INDICATORS OF SUCCESS:**

1. Manual created.
2. Conference plan will be presented to EC
3. Committee members know their responsibilities and jobs are completed in a timely manner.

**STRATEGIES 2008:**

1. Fall conference scheduler drafted. (by February 6, 2008 – Karen and Cindy)
2. Form section created with updated forms. (by June 13, 2008 – Cindy and Karen)
3. Master conference plan completed. (by June 13, 2008 – Andrea, Cindy and Karen)

**STRATEGIES 2009:**

1. Data tracking completed: budget, feedback, survey (by April, 6, 2009 – Andrea, Cindy, and Karen)
2. Manual completed. (by December 1, 2009 – Andrea, Cindy, and Karen)

**STRATEGIES 2010:**

1. Continued use and updating of conference planning guide and conference manual (Ongoing – Co-chairs)

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**FOCUS AREA:** CONTINUING EDUCATION – VENDOR RELATIONS

**ISSUE:** Increase roles of vendors at the conferences.

**OUTCOMES:**

1. Increase number and variety of vendors at the conferences.
2. Increase type of vendor activity (beyond a table at the conferences and door prizes).

**INDICATORS OF SUCCESS:**

1. Increase variety and activity of vendors
2. Increase vendor revenue from \$2000 to \$4000.
3. Increase number of vendors from 16 to 25.

**STRATEGIES 2008:**

1. Revise vendor letter and add personal contact. (by June 13, 2008 – vendor coordinator and vendor subcommittee)
2. Subcommittee created to handle vendor contact list. (by June 13, 2008 – vendor coordinator and vendor subcommittee)

**STRATEGIES 2009:**

1. Create and maintain a master vendor contact list. (by June 13, 2009 – vendor coordinator)
2. Vendor(s) to underwrite at least part of the conference. (by September 2009 – vendor coordinator and vendor subcommittee)

**STRATEGIES 2010:**

1. Recruiters will sponsor students and system will be created to ensure that this is ongoing. (by February 2010 – vendor coordinator and vendor subcommittee)
2. Vendors market conferences (by September 2010 – vendor coordinator and vendor subcommittee)

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**FOCUS AREA:** CONTINUING EDUCATION - PUBLICATIONS

**ISSUE:** Brochure needs to be redesigned to better reach related service groups and consumers.

**OUTCOMES:**

1. Revamp brochure.
2. Brochures that highlight information for target audiences.

**INDICATORS OF SUCCESS:**

1. Pilot revised brochure for use in Spring 2008 conference.
2. Revised brochures in use for fall 2008.
3. Final brochure design in use in 2009 targeting specific audiences.

**STRATEGIES 2008:**

1. New draft for spring. (by February 4, 2008 – Dick)
2. Cost comparisons for printing options and mailing issues. (by February 4, 2008 – Andrea and Karen)
3. Decide on best strategies for target audience. (by May 5, 2008 – continuing education committee members)
4. Create “targeted” brochure format (by May 5, 2008 – Andrea)
5. Pilot “targeted” brochure for Fall 2008 conference, if appropriate. (by August 1, 2008 – brochure coordinator and Andrea, Cindy, and Karen)

**STRATEGIES 2009:**

1. Implement target specific strategies. (by February 2, 2009 – continuing education committee members)
2. Investigate companies to design and sponsor brochure. (by July 6, 2009 – marketing subcommittee and Andrea, Cindy, and Karen)